

Welcome to the 2001 *Export Programs Guide.*

The *Guide* contains information about federal export government programs that help U.S. companies export their goods and services around the world. Offices in member agencies of the Trade Promotion Coordinating Committee (TPCC) throughout government provide assistance to help U.S. firms succeed in the global market. The federal agencies that comprise the TPCC are listed on the following page.

You will find several changes in this year's guide, including new, exciting programs using e-commerce tools and services to promote trade and find export contacts in the new digital economy. The federal government's new export portal at **<http://www.export.gov>** guides the user to information and services available through each stage of the export process, from making export sales happen to solving trade problems.

For additional information about the listings in this guide, please contact the Department of Commerce's Trade Information Center (TIC). The TIC developed this guide and is the first stop for information on federal export assistance programs and regional/country counseling. For answers to your export questions, call the TIC at **1-800-USA-TRAD(E)**, e-mail at **TIC@ita.doc.gov**, or reach them on the Internet at **<http://tradeinfo.doc.gov>**.



The Trade Promotion Coordinating Committee

Chaired by Secretary of Commerce

Member Agencies

Department of Commerce
Department of State
Department of Treasury
Department of Defense
Department of the Interior
Department of Agriculture
Department of Labor
Department of Transportation
Department of Energy
Office of Management and Budget

Office of U.S. Trade Representative
Council of Economic Advisers
Environmental Protection Agency
Small Business Administration
U.S. Agency for International Development
Export-Import Bank of the United States
Overseas Private Investment Corporation
U.S. Trade and Development Agency
National Economic Council



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Chapter 1

General Export Counseling and Assistance

International Trade Administration (ITA)/U.S. Department of Commerce

The International Trade Administration is dedicated to opening markets for U.S. products and providing assistance and information to exporters. ITA units include: (1) 104 domestic Export Assistance Centers and 158 overseas commercial export-focused offices in the U.S. & Foreign Commercial Service network, (2) industry experts and market and economic analysts in the Trade Development unit, and (3) trade compliance and market access experts in the Market Access and Compliance offices. The units perform analyses, promote products, and offer services and programs for the U.S. exporting community, including export promotion, counseling, and information programs listed elsewhere in this booklet.

Contact: 1-800-USA-TRAD(E) (1-800-872-8723); Internet home page: <http://www.trade.gov>.

Trade Information Center (TIC)/ITA/U.S. Department of Commerce

The Trade Information Center is the first stop for companies seeking export assistance from the federal government. TIC trade specialists: (1) advise exporters on how to find and use government programs; (2) guide businesses through the export process; (3) provide country and regional business counseling on standards and trade regulations, distribution channels, opportunities and best prospects for U.S. companies, import tariffs/taxes and customs procedures, and common commercial difficulties; (4) direct businesses to market research and trade leads; (5) provide information on overseas and domestic trade events and activities; and (6) supply sources of public and private export financing. The TIC trade specialists also direct businesses to state and local trade organizations that provide additional assistance. Country information is available on Western Europe, Asia, Western Hemisphere, Africa, and the Near East.

The Trade Information Center web site provides a variety of information, including the most frequently asked questions and answers on exporting, the National Export Directory of international trade contacts for each state, a directory of foreign trade offices in the United States, an alternative finance guide, an Internet guide to export trade leads, and the most up-to-date *Export Programs Guide*. Extensive regional and country market and regulatory information is also available, including assistance with NAFTA Certificate of Origin forms and tariff and border tax rates.

Contact: TIC staff, 1-800-USA-TRAD(E) (1-800-872-8723); fax (202) 482-4473; e-mail: tic@ita.doc.gov; Internet home page: <http://tradeinfo.doc.gov>.





U.S. and Foreign Commercial Service (US&FCS)/ITA/U.S. Department of Commerce

The mission of the US&FCS is to promote the export of goods and services from the United States, particularly by small- and medium-sized businesses, and protect United States business interests abroad. The 1,800 trade experts in the US&FCS work in more than 100 Export Assistance Centers conveniently located throughout the country and abroad in more than 80 countries.

Contact: For information on the US&FCS and its programs, call 1-800-USA-TRAD(E) (1-800-872-8723) or consult the US&FCS home page at: <http://www.usatrade.gov>.



The Export Assistance Center Network (USEACs/EACs)/ITA/U.S. Department of Commerce

The U.S. Department of Commerce, the U.S. Small Business Administration (SBA), the Export-Import Bank (Ex-Im), the U.S. Agency for International Development (USAID), and the U.S. Department of Agriculture (USDA) have formed a unique partnership to establish a nationwide network of Export Assistance Centers (EACs). EACs are located in over 100 cities throughout the United States and serve as one-stop shops that provide small- and medium-sized American businesses with hands-on export marketing and trade finance support. EACs work closely with federal, state, local, public, and private organizations to provide unparalleled export assistance to American businesses seeking to compete in the global marketplace. EACs are responsible for providing in-depth, value-added counseling to U.S. firms seeking to expand their international activities, as well as to companies that are just beginning to venture overseas. EAC Trade Specialists provide global business solutions by: (1) identifying the best markets for their clients' products; (2) developing an effective market entry strategy based on information generated from overseas commercial offices; (3) facilitating the implementation of these strategies by advising clients on distribution channels, key factors to consider in pricing, and relevant trade shows and missions; and (4) providing assistance in obtaining trade finance available through federal government programs, as well as access to state, local, public, and private sector entities.

Several initiatives have been designed by the EAC network to meet the international trade goals of traditionally under-served communities. The Rural Export Initiative provides companies in rural areas with better access to export assistance and global market research by facilitating their access to international trade services and increasing the number of companies in rural areas engaged in exporting. The Global Diversity Initiative provides minority businesses with the international trade information and industry connections that can make their product or service successful in the global marketplace. The Women in International Trade Initiative offers the expertise, network, and experience of the Commercial Service to meet the needs of women in

international trade. The Commercial Service piloted several e-commerce products through these initiatives that are now available to all Commercial Service clients. These e-commerce products and services include Video Market Briefs, Video Conferences, Video Gold Keys, and E-Expo USA, a virtual trade show.

Contact: For the address and phone number of the Export Assistance Center nearest you, see the Appendix, call 1-800-USA-TRAD(E) (1-800-872-8723), or consult the web site at <http://www.usatrade.gov>.

USA Trade Center/U.S. Department of Commerce

Emphasizing customer service and seamless assistance, the USA Trade Center brings together key components of the Department of Commerce to serve as a single source in Washington, D.C., for a complete range of export-related products and information. The USA Trade Center, located in the Ronald Reagan Building and International Trade Center in our nation's capital, offers general export counseling, country-specific information and counseling covering the globe, access to extensive market research and on-line trade leads, innovative e-commerce programs, and a trade reference assistance center.

Contact: 1-800-USA-TRAD(E) (1-800-872-8723); e-mail: tic@ita.doc.gov; Internet home page: <http://usatc.doc.gov>.

District Export Councils (DECs)/ITA/U.S. Department of Commerce

DECs are organizations of leaders from local business communities whose knowledge of international business provides a source of professional advice for local firms. Closely affiliated with the Export Assistance Centers, the 55 nationwide DECs combine the energies of over 1,500 volunteers to supply specialized expertise to small- and medium-sized businesses in their local community who are interested in exporting. For example, DECs organize seminars that make trade finance understandable and accessible to small exporters, host international buyer delegations, design export resource guides, help design Internet home pages, and create export assistance partnerships to strengthen the support given to local businesses.

Contact: For more information on DECs, consult the DEC web site at <http://www.usatrade.gov/dec> or contact your local Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, see the Appendix, call 1-800-USA-TRAD(E) (1-800-872-8723), or visit the Internet web site: <http://www.usatrade.gov>.

Office of International Trade (OIT)/Small Business Administration (SBA)

The Office of International Trade works in coordination with other federal agencies and public and private sector organizations to encourage small businesses to expand their export activities and to assist small businesses seeking to export. OIT directs and coordinates SBA's export finance and export development assistance. OIT's outreach



efforts include regional initiatives with Russia, Ireland, Argentina, Mexico, and Egypt. In addition, OIT develops how-to and market-specific publications for exporters. OIT oversees the SBA's loan guarantee programs to small business exporters, including the Export Working Capital Program, which is available to exporters through the U.S. Export Assistance Centers (USEACs) and SBA field offices across the country. The office also spearheads a program, through the USEAC network, called E-TAP (Export Trade Assistance Partnership), which focuses on small groups of export-ready companies, furnishes assistance needed to develop export markets, acquire orders or contracts, and provides access to export financing in preparation for a trade mission or show overseas.

Contact: Office of International Trade, (202) 205-6720; fax (202) 205-7272; Internet home page: <http://www.sba.gov/oit>.

Small Business Development Centers (SBDCs)/Small Business Administration (SBA)

The Small Business Development Centers, located throughout the United States, provide a range of export assistance, particularly to new-to-export companies. They offer assistance services to small businesses, including counseling, training, and managerial assistance. They provide counseling services at no cost to the small business exporter, but they generally charge fees for export training seminars and other SBDC-sponsored export events. Many SBDCs are involved in the E-TAP program.

Contact: Jorge F. Cardona, Office of Small Business Development Centers, (202) 205-7303; fax (202) 205-7727; Internet home page: <http://www.sba.gov/SBDC>. For the location of the SBDC nearest you, please contact the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723).

Export Legal Assistance Network (ELAN)/Small Business Administration (SBA)

The Export Legal Assistance Network is a nationwide group of private law firm attorneys experienced in international trade that provides free initial consultations to new-to-export businesses on export-related matters.

Contact: The ELAN service is available through SBA district offices, Service Corps of Retired Executives (SCORE) offices, and Small Business Development Centers (SBDCs). For the address and phone number of the SBA office nearest you, call 1-800-U-ASK-SBA; or contact Judd Kessler, ELAN National Coordinator, (202) 778-3080, fax (202) 778-3063, e-mail: jkessler@porterwright.com; Internet home page: <http://www.fita.org/elan>.

Service Corps of Retired Executives (SCORE)

Members of the SCORE program, many of whom have years of practical experience in international trade, provide one-on-one counseling and training seminars. Specialists assist small firms in evaluating export potential and in strengthening domestic operations by identifying financial, managerial, or technical problems.

Contact: National SCORE office, 1-800-634-0245; fax (202) 205-7636; Internet home page: <http://www.score.org>.

Minority Business Development Agency (MBDA)/U.S. Department of Commerce

The Minority Business Development Agency (MBDA) provides management and technical assistance, as well as access to domestic and international markets. MBDA's mission is to promote the establishment and growth of minority-owned business enterprises in the United States. Consequently, it is constantly seeking to create new and innovative ways to engage U.S. minority firms in the international business arena. MBDA assists minority firms in gaining international access in many ways, including: trade missions, matchmaker programs, one-on-one client counseling, seminars, and special international program events.

Contact: MBDA International Trade Office, (202) 482-5061; fax (202) 501-4698; Internet home page: <http://www.mbda.gov>.

Chapter 2

Industry-Specific Counseling and Assistance

Trade Development (TD) Industry Officers/ITA/U.S. Department of Commerce

TD is the industry-focused arm of ITA. Its mission is to deliver industry analysis and trade policy support to promote the interests of U.S. exporters, especially small to medium-sized enterprises (SMEs); to provide advocacy support on behalf of U.S. businesses to win foreign competitions; to forge public-private partnerships to enhance the international competitiveness of U.S. industries; and to initiate industry-specific trade events. TD industry and international trade specialists work directly with individual U.S. firms and industry associations to identify overseas trade opportunities and obstacles by product or service, industry sector, and market. TD analysts participate in trade policy development and negotiations, identify market barriers, and provide advocacy on behalf of U.S. companies. TD's statistical data and analyses are useful in export development and policy formulation. TD staff also develop export marketing programs and obtain industry advice on trade matters. To assist U.S. businesses in their export efforts, TD's industry and international trade experts conduct executive trade missions, trade fairs, product literature centers, reverse trade missions, marketing seminars, and business counseling. Experts are organized in the following sectors:

- Aerospace
- Automotive Affairs
- Consumer Goods
- E-Commerce
- Energy, Infrastructure, and Machinery
- Environmental Technologies Industries
- Financial Services
- Information Technologies
- Materials, Metals, and Chemicals
- Microelectronics, Medical Equipment, and Instrumentation
- Telecommunications Technologies
- Textiles, Apparel, and Consumer Goods
- Tourism
- Other Service Industries

Contact: TD's trade statistics are available by industry on Trade Development's Office of Trade and Economic Analysis web site at: <http://www.trade.gov/tradestats>. For TD industry and international trade officers, call 1-800- USA-TRAD(E) (1-800-872-8723). To access industry office web sites, go to the Trade Development home page at: <http://www.trade.gov/TDFrameset.html> or choose the "Trade Development" selection on the ITA home page at: <http://www.trade.gov>.

Major Projects Assistance/ITA/U.S. Department of Commerce

Project managers for major transportation, power, industrial, telecommunications, and other infrastructure projects coordinate government assistance and help U.S. firms to compete for major overseas infrastructure contracts; identify upcoming projects and develop specific information about them; monitor worldwide infrastructure developments; provide one-on-one business counseling to contractors, engineers, constructors, and engineered systems providers; offer guidance on appropriate market business contacts, contract bidding procedures, and strategies; provide advocacy during bidding; and maintain the Global Infrastructure Projects Database, available on the web.

Contact: Project managers, Infrastructure Division (202) 482-4436, fax (202) 482-3954, Internet home page with links to the Global Infrastructure Projects Database: <http://www.export.gov/infrastructure>; Office of Telecommunications Technologies, (202) 482-4466, fax (202) 482-5834, Internet home page: <http://infoserv2.ita.doc.gov/ot/home.nsf>; Advocacy Center, U.S. Department of Commerce, (202) 482-3896, fax (202) 482-3508, Internet home page: <http://www.export.gov/td/advocacy>.

Export Advantage for Textiles and Apparel/ITA/U.S. Department of Commerce

The Export Advantage web site, located on the Office of Textiles and Apparel (OTEXA) home page, provides information on exporting U.S. textile and apparel products, including 26 comprehensive overseas market profiles and directories listing more than 4,700 overseas buyers and more than 2,200 U.S. suppliers.

Contact: OTEXA home page: <http://otexa.ita.doc.gov>. For information on international trade shows and events, call (202) 482-5153 or e-mail: market_expansion@ita.doc.gov. For assistance with exporting problems or information on foreign regulations affecting U.S. textile and apparel exports, contact: (202) 482-3400; e-mail: ExportAdvantage@ita.doc.gov.

U.S. Travel and Tourism Statistical Program/ITA/U.S. Department of Commerce

Tourism Industries (TI) functions as the U.S. federal tourism office. A core responsibility is to collect, analyze, and disseminate international travel and tourism statistics for the U.S. Travel and Tourism Statistical System. The following statistical programs constitute the international travel and tourism statistics for the U.S. Travel and Tourism Statistical System:

- Basic Market Analysis
- Survey of International Air Travelers (In-Flight Survey) Program
- Visitor Arrivals Program (I-94 Form)
- U.S. International Air Traveler Statistics (I-92) Program
- Pleasure Travel Market Studies Program
- Forecast of International Arrivals to the U.S. Program
- International Travel Receipts and Payments Program
- Impact of International Visitor Spending on State Economies Program

Contact: Tourism Industries staff at (202) 482-4029; Internet home page: <http://tinet.ita.doc.gov>.



Environmental Technology Network for Asia and the Americas (ETNA)/United States Agency for International Development (USAID)

Operated by USAID's Global Technology Network, ETNA matches environmental technology opportunity notices sent from U.S.-Asia Environmental Partnership (US-AEP) technology representatives from regions around the world with appropriate U.S. environmental product manufacturers, service firms, and trade associations that are registered with ETNA's environmental trade opportunity database. The technology representatives are located in 10 Latin American countries, 5 Sub-Saharan African countries, and 10 Asian nations. U.S. environmental firms receive trade leads via a broadcast fax system within 48 hours of leads being identified and entered electronically from these regions.

Contact: USAID/ETNA, 1-800-818-9911; Latin America region, 1-800-872-4348, (619) 543-9300; fax 202-216-3526; Asia region, (202) 835-8358; fax (202)-835-8353; Internet home page: <http://www.usgtn.org>.

ECOLINKS Partnership Grants Program/Institute for International Education (IIE)/United States Agency for International Development (USAID)

EcoLinks is a USAID-funded program seeking practical, market-based solutions to industrial and urban environmental problems in Central and Eastern Europe and the Newly Independent States (CEE/NIS). Through the partnership grants, EcoLinks promotes environmental partnerships linking businesses, local governments, and associations from CEE/NIS with their U.S. counterparts. Competitively-awarded Challenge Grants of up to \$50,000 are available to eligible organizations from CEE/NIS to carry one-year partnership activities in the region. Partners from the region and the United States receive direct funding from EcoLinks and must jointly manage the grant. Quick Response Awards (QRAs) up to \$5,000 help initiate partnerships within the EcoLinks framework, either to prepare a Challenge Grant application or to facilitate environmental trade and investment.

Contact: Ioana Hartshorn, Program Officer, EcoLinks Partnership Grant Program, (202) 326-7814, fax (202) 326-7774; e-mail: ihartshorn@iie.org; Internet home page: <http://www.ecolinks.org>.

Environmental Technology Verification Program (ETV)/U.S. Environmental Protection Agency (EPA)

The U.S. EPA's Environmental Technology Verification (ETV) Program verifies the performance characteristics of commercial-ready environmental technologies through the evaluation of objective, quality-assured data. ETV provides potential purchasers and permittees, both in the United States and abroad, with an independent and credible assessment of innovative environmental technologies. This voluntary program currently verifies technologies in the following categories: drinking water systems; site characterizations and monitoring technologies; pollution prevention, recycling and



waste treatment systems; innovative coatings and coating equipment; indoor air products; advanced monitoring systems; air pollution control technology; greenhouse gas technology; wet weather flow technologies; source water protection technologies; and metal finishing technologies.

Contact: For additional information on the ETV Program, consult the ETV web site at: <http://www.epa.gov/etv>.

Technical and Trade Assistance/U.S. Department of Transportation (DOT)

The DOT has an active program to promote U.S. transportation technology, products, and services abroad. At various multilateral fora, the DOT vigorously pursues harmonization of safety and construction standards to ensure that U.S. companies are not put at a competitive disadvantage. Under bilateral and multilateral agreements, the DOT's operating administration participates in cooperative programs and technology sharing initiatives with partners worldwide. They also promote policies that enhance U.S. industry access to foreign markets.

Contacts: James A. Treichel, Maritime Administration, (202) 366-5773, fax (202) 366-3746, e-mail: James.A.Treichel@marad.dot.gov; Lisa Randall, Bureau of Transportation Statistics, (202) 366-6660, fax (202) 366-3640, e-mail: lisa.randall@bts.dot.gov; Marianna Rizzo, Federal Highway Administration, (202) 366-0111, fax (202) 366-9236, e-mail: Marianna.rizzo@fhwa.dot.gov; Ted Krohn, Federal Railroad Administration, (202) 493-6415, fax (202) 493-6401, e-mail: ted.krohn@fra.dot.gov; Rita Daguillard, Federal Transit Administration, (202) 366-0955, fax (202) 366-3765, e-mail: rita.daguillard@fta.dot.gov.

Export Assistance Initiative/U.S. Department of Energy

The Department of Energy supports U.S. energy and energy-related environmental sector exporters in foreign markets.

Contact: Kay Thompson, Office of International Policy Analysis, Trade and Investment, (202) 586-7997; fax (202) 586-0823.

Committee on Energy Efficiency Commerce and Trade (COEECT)/U.S. Department of Energy

COEECT is an interagency working group of 15 federal agencies that: (1) coordinates federal programs supporting and affecting the export of energy efficiency products and services; (2) works with international banks to increase lending for energy efficiency and facilitate project loans; and (3) works with the energy efficiency industry on project endorsement, trade missions, and market assessments.

Contact: Andre Van Rest, Office of Energy Efficiency and Renewable Energy, (202) 586-9793; fax (202) 586-1605.



Office of Fossil Energy/International Programs/U.S. Department of Energy

This program enhances the competitiveness of U.S. industry by support of domestic fossil energy (coal, oil, and gas) project developers and exporters trying to expand the international sales of fossil energy technology, resources, and services.

Contact: Coal Technologies: Barbara McKee, Director—Coal and Power Export and Import, (301) 903-3820; fax (301) 903-1591; e-mail: barbara.mckee@hq.doe.gov; Oil and Gas Technologies: Donald Juckett, Director—Oil and Gas Import and Export, (202) 586-8830; fax (202) 586-6050; e-mail: donald.juckett@hq.doe.gov; Internet home page: <http://www.fe.doe.gov>.

Chapter 3

Country-Specific Counseling and Assistance

Trade Information Center (TIC)/ITA/U.S. Department of Commerce

TIC specialists provide export counseling and assistance on Asia, Western Europe, Latin America, NAFTA, Africa, and the Near East. Country-specific counseling is available on: standards, intellectual property protection, government procurement, and other commercial laws, regulations, and practices; distribution channels, business travel, and other market information; opportunities and best prospects for U.S. companies in individual markets; import tariffs/taxes and customs procedures; and commercial difficulties encountered in doing business abroad. The TIC web site has extensive country and regional information on Asia, Western Europe, Latin America, NAFTA, Africa, and the Near East.

Contact: Trade Information Center staff, 1-800-USA-TRAD(E) (1-800-872-8723); fax (202) 482-4473; e-mail: tic@ita.doc.gov; Internet home page: <http://tradeinfo.doc.gov>.

Business Information Service for the Newly Independent States (BISNIS)/ITA/U.S. Department of Commerce

BISNIS is the U.S. government's resource for commercial information on the Newly Independent States (NIS) of the former Soviet Union. BISNIS provides U.S. companies with the information they need to establish and increase their business activities in the NIS and helps NIS and U.S. businesses find each other. The *BISNIS Bulletin* monthly newsletter informs readers about finance, transportation, legal issues, major product markets, new resources and government programs, and advice on practical aspects of doing business in the NIS. The Search for Partners program finds NIS companies interested in long-term cooperation with U.S. companies and distributes information on them through a biweekly e-mail publication. The Trades and Tenders program provides promising sales and procurement opportunities, which are distributed through a weekly e-mail publication. The BISNIS FinanceLink program links U.S. exporters seeking to finance an NIS transaction with U.S.-based finance providers. An e-mail subscription service provides regular updates of the latest market information and leads in specific industry sectors, NIS countries, and Russian regions.

Contact: BISNIS staff, 1-800-USA-TRAD(E) or (202) 482-4655; fax (202) 482-2293; e-mail: bisnis@ita.doc.gov; Internet home page: <http://www.bisnis.doc.gov>.





Central and Eastern Europe Business Information Center (CEEbic)/ITA/U.S. Department of Commerce

CEEbic is a business facilitation program for U.S. firms interested in expanding into the Central and Eastern European markets. CEEbic combines high-technology information dissemination and individualized business counseling. CEEbic's web site, CEEbicnet, provides the most recent economic and commercial information, including cables from U.S. embassies in the region, trade leads, and contacts. CEEbic also publishes the monthly *Central and Eastern Europe Commercial Update*. Since the end of the conflict in Kosovo, CEEbic has served as the U.S. government's central source of information on commercial opportunities arising from the reconstruction efforts in Kosovo and economic development in Southeast Europe. CEEbic has special services designed to help American business in this region including the Kosovo-Southeast Europe hotline and a weekly e-mail publication, *Southeastern Europe Business Brief*.

Contact: CEEbic staff, 1-800-USA-TRAD(E) or (202) 482-2645; fax (202) 482-3898; Kosovo-Southeast Europe hotline (202) 482-5471; Internet home page: <http://www.mac.doc.gov/eebic/ceebic.html>.

U.S. Embassies and Consulates: U.S. and Foreign Commercial Service (US&FCS)/U.S. Department of Commerce; Foreign Service Officers/U.S. Department of State; Foreign Agricultural Service/U.S. Department of Agriculture

The **Commerce Department's** US&FCS officers support U.S. business interests in U.S. embassies, consulates, and trade centers in 81 leading export markets. They collect information about trends and barriers to trade in their representative countries. Commercial Service officers also identify trade and investment opportunities, which are then transmitted to U.S. businesses, and assist U.S. firms with a variety of commercial events and programs.

U.S. Department of State commercial and economic staffs provide political and economic briefings and advice to U.S. firms on the business culture and practices of the host country. Department of State Foreign Service Officers (FSOs) are responsible for commercial work in 96 embassies and 36 consulates not covered by the Foreign Commercial Service (FCS). FSOs work closely with their FCS colleagues worldwide.

The **Foreign Agricultural Service (FAS)** maintains more than 60 overseas offices to represent the interests of U.S. agriculture, carry out market promotion, and collect information pertaining to agricultural trade. Most of these offices are located in U.S. embassies. In addition, the Foreign Agricultural Service maintains 20 overseas

agricultural trade offices to assist exporters of U.S. farm and forest products in key overseas markets. The offices' facilities vary, depending on local conditions, but may include a trade library, conference rooms, office space, and kitchens for preparing product samples.

Contacts: For assistance in accessing overseas programs call 1-800-USA-TRAD(E) (1-800-872-8723); State Department operator, (202) 647-4000; AgExport Services Division, (202) 720-5037. Internet sites: U.S. and Foreign Commercial Service: <http://www.usatrade.gov>; Department of State: http://www.state.gov/www/regions_missions.html; Office of International Information Programs at the U.S. Department of State: <http://usinfo.state.gov>; Foreign Agricultural Service: <http://www.fas.usda.gov>.

U.S. Commercial Centers/ITA/U.S. Department of Commerce

A model of public-private partnerships, overseas U.S. Commercial Centers house state export development agencies, industry associations, government agencies, and other strategic partners. The Commercial Centers represent highly integrated business networks that leverage resources and extend the range of public-private support available in one location. Commercial Centers are located in promising emerging markets and in cities that represent an existing or emerging commercial hub for the entire economic region. They are strategically found outside U.S. chanceries or consulates in the heart of primary business districts, where U.S. companies need to be closer to prospective business partners.

Commercial Centers provide an ideal base for U.S. companies to track down business leads, close deals with the full support of hands-on U.S. government advocacy, gain a first-hand perspective on market conditions and local business practices, find and assess reliable business partners, host a reception of potential business partners, stage technical seminars, launch new products/services, or even set up a permanent office. The direct access to both Commercial Service trade promotion staff and programs as well as business facilities (including fully-equipped offices, meeting rooms, exhibit space, etc.) in one location make the Commercial Centers particularly useful to small and medium-size companies.

- **U.S. Commercial Center, São Paulo, Brazil**

The first U.S. Commercial Center, São Paulo, has built a strong base for expanding public-private partnerships and fostering interagency cooperation.

Contact: Richard Lenahan, Director, U.S. Commercial Center, São Paulo, Brazil, (011) 55-11-3085-2811 ext.223; fax (011) 55-11-3062-4411; e-mail: richard.lenahan@mail.doc.gov; Internet home page: <http://www.focusbrazil.org.br>.



- **U.S. Commercial Center, Jakarta, Indonesia**

The Jakarta Commercial Center houses the California Trade and Commerce Agency, the Foreign Agricultural Service's Agricultural Trade Office, and the U.S.-Asia Environmental Partnership.

Contact: Alice Davenport, Director, U.S. Commercial Center, Jakarta, Indonesia, (011) 62-21-344-2211; fax (011) 62-21-526-2855; e-mail: alice.davenport@mail.doc.gov; Internet home page: <http://www.jakarta.uscc.org>.

- **U.S. Commercial Center, Shanghai, China**

Placing the Commercial Center in Shanghai, the financial hub of China, positions U.S. companies to compete in the entire Chinese economic area. The U.S. Commercial Center in Shanghai houses state development economic offices from Maryland, Michigan, and Washington.

Contact: Catherine Houghton, Director, U.S. Commercial Center, Portman Shanghai Centre, Suite 631, 1369 Nanjing Road West, Shanghai 200040, China, (011) 86-21-6279-7640; fax (011) 86-21-6279-7639; e-mail: catherine.houghton@mail.doc.gov; Internet home page: <http://www.usembassy-china.org.cn/english/commercial/index.html>.

- **Ronald H. Brown U.S. Commercial Center, Johannesburg, South Africa**

Opened by President Clinton in 1998, the Ronald H. Brown Commercial Center houses the Michigan state trade office.

Contact: Lisa Walker, Director, Ronald H. Brown Commercial Center, 15 Chaplain Road, Illovo 2196, Johannesburg, South Africa, (011) 27-11-778-4800; fax (011) 27-11-442-3761; e-mail: lisa.walker@mail.doc.gov; Internet home page: <http://www.usatrade.gov>.

Regional Bureaus/U.S. Department of State

Country desk officers in regional bureaus maintain regular contact with overseas diplomatic missions and can provide U.S. exporters and investors with economic and political information from both a country-specific and regional perspective.

Contact: Africa (202) 647-3502; East Asia and Pacific (202) 647-6600; Europe (202) 647-4174; Russia and the Newly Independent States (202) 647-3112; Near East and North Africa (202) 647-1552; South Asia (202) 736-4331; Western Hemisphere (202) 647-1232. Internet home page: <http://www.state.gov/www/regions.html>.



Chapter 4

Trade Contact and Market Research Programs

CUSTOMIZED PROGRAMS

International Partner Search (IPS)/ITA/U.S. Department of Commerce

IPS provides a customized search that helps identify well-matched agents, distributors, licensees, and strategic alliance partners. A fee of \$600 per country is charged.

Contact: For more information on the IPS, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.



Gold Key Service/ITA/U.S. Department of Commerce

Offered by many Commercial Service overseas offices, the Gold Key Service is a custom-tailored service for U.S. firms planning to visit a country. This service provides assistance in developing a sound market strategy, orientation briefings, introductions to pre-screened potential partners, interpreters for meetings, and effective follow-up planning. The fees range from \$150 to \$700 (for the first day) per country.

Contact: For more information on the Gold Key Service, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.

Platinum Key Service/ITA/U.S. Department of Commerce

Offers customized, long-term assistance to U.S. companies seeking to enter a new market, win a contract, lower a trade barrier, or resolve complex issues. Fees depend on the scope of work.

Contact: For more information on the Platinum Key Service, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.

Flexible Market Research (FMR)/ITA/U.S. Department of Commerce

Provides customized responses to questions and issues related to a client's product or service. Available on a quick turnaround basis, the research addresses overall marketability of the product, key competitors, price of comparable products, customary distribution and promotion practices, trade barriers, potential business partners, and more. Fees vary according to scope of work.

Contact: For more information on FMR, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.

International Company Profile (ICP)/ITA/U.S. Department of Commerce

A service for checking the reputation, reliability, and financial status of a prospective trading partner. A U.S. exporter can obtain this information, as well as detailed answers to specific questions about the prospective partner, in a confidential report. In addition, commercial officers at the U.S. Embassy will provide a recommendation on the suitability of the profiled company as a business partner. A fee of \$500 per company is charged.

Contact: For more information on the ICP, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.

Video Conferencing Programs/ITA/U.S. Department of Commerce

The "Virtual Matchmaker," "Video Gold Key," and "Video Market Briefing" programs provide an effective tool to help U.S. companies assess an overseas market or overseas business contacts before venturing abroad to close a deal. Companies can use these cost-effective video services to interview international contacts, get a briefing from overseas industry specialists on prospects and opportunities, or develop a customized solution to international business needs.

- **Virtual Matchmaker**

Meet and talk face-to-face with a pre-screened foreign partner via video conferencing without the cost of traveling overseas.

- **Video Gold Key**

The Video Gold Key helps a firm identify and meet with qualified international partners. This service offers three to five scheduled meetings with pre-screened business partners and an industry briefing with trade professionals. All meetings take place via video conference, saving time and travel expenses. Prices vary according to location.

- **Video Market Briefing**

The Video Market Briefing provides time-sensitive, custom market research for specific products and services. Benefits include a market entry evaluation and written report and then a follow-up video conference with an industry professional so a firm can get immediate answers to market questions. Prices vary according to location.

Contact: For more information on these video conferencing services and a schedule of upcoming Virtual Matchmakers, contact your local Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.

Commercial News USA/ITA/U.S. Department of Commerce

Commercial News USA, a catalog-magazine containing advertisements of U.S. products, is published 12 times per year by the Commercial Service through its private sector partner, ABP International, to promote U.S. products and services to more than 400,000 potential buyers and partners in 145 countries.

Contact: For information and costs on advertising in *Commercial News USA*, call 1-800-USA-TRAD(E) (1-800-872- 8723) or call ABP International at (212) 490-3999, fax (212) 822-2028; Internet home page: <http://www.cnewsusa.com>.

ELECTRONIC MATCHMAKING AND TRADE CONTACT PROGRAMS

E-Expo USA/ITA/U.S. Department of Commerce

E-Expo USA is a virtual trade show/on-line catalog of U.S. products and services across a broad array of industries. Companies exhibiting on E-Expo USA receive worldwide exposure 24 hours a day, 7 days a week, 365 days per year. Potential foreign buyers can view photos and videos of U.S. products, post leads, link to exhibitors' web sites, and send e-mail inquiries. E-Expo USA is regularly promoted at key trade shows throughout the world, and trade leads collected at the shows are sent directly to U.S. participants. The worldwide network of the Commercial Service provides technical assistance to U.S. exhibitors and to foreign buyers. Assistance includes how to promote products online, financing, packaging, business protocol, customs, logistics, and more. For more information or to register online, visit the E-Expo USA home page at: <http://e-expousa.doc.gov>.

MyExports.com™/ITA/U.S. Department of Commerce

U.S. firms can register their business profile free at <http://www.myexports.com> to promote their products before a worldwide audience. Foreign buyers use MyExports.com™ to source U.S. goods and services. MyExports.com™ also helps U.S. producers find export partners and locate export companies, freight forwarders, and other service firms that can facilitate export business. Registrants receive both a free on-line listing and a free listing in the annual publication *MyExports.com™ Buyers' Guide to U.S. Products and Services*, which is distributed nationwide through the U. S. Department of Commerce's Export Assistance Centers (EACs) and through U.S. Embassies and Consulates. Hyperlink, display advertising, and other export facilitation services are available for a small fee.

Contact: MyExports.com™ is coordinated by ITA's Office of Export Trading Company Affairs <http://www.trade.gov/oetca> and produced by its private sector partner, Global Publishers LLC. For more information on MyExports.com™, call toll-free 1-877-390-2629. To receive a free copy of the *MyExports.com™ Buyers' Guide* and for information on other export programs, contact your local Export Assistance Center (EAC). For the EAC closest to you, call 1-800-USA-TRADE, or visit the home page at: <http://www.usatrade.gov>.

E-Marketplace/ITA/U.S. Department of Commerce

E-Marketplace is a unique public/private partnership project with IBM which establishes a one-stop international marketplace for U.S. small to medium-sized enterprises to identify potential international partners and transact business online.

E-Marketplace includes managed/targeted trade leads, on-line catalogs, automated searching and sourcing, financing, logistics, currency conversion, due diligence, landed cost calculation, and tariff and duty calculation. E-Marketplace is the only web site of its kind to combine an on line interface with a worldwide network of one-on-one trade counselors.

Contact: For more information on E-Marketplace, visit the E-Marketplace Internet web site at <http://www.buyusa.com>.

Global Technology Network (GTN)/U.S. Agency for International Development (USAID)

Operated by USAID's Business Development office, the Global Technology Network receives technology requests from Asia, Latin America, Sub-Saharan Africa, Central and Eastern Europe, the Newly Independent States, and the Near East in areas of agriculture, communications and information, environment, and health technologies. GTN distributes these trade leads, via fax and e-mail, to appropriate U.S. businesses, service firms, and trade associations that are registered with GTN. GTN representatives are located in 10 Latin American countries, 5 Sub-Saharan countries, and 10 Asian nations. GTN transmits these leads to U.S. firms within 48 hours of receipt from GTN offices.

Contact: U.S. Agency for International Development/Global Technology Network (GTN), 1-800-872-4348; fax (202) 466-4597; Internet home page: <http://www.usgtn.org>.

Trade Mission OnLine/U.S. Small Business Administration (SBA)

Trade Mission OnLine is a searchable data base of U.S. small businesses that wish to export their products to be used by foreign firms and U.S. businesses seeking U.S. business partners or suppliers for trade-related activity. It is designed to facilitate small business international sales, franchising, joint ventures, and licensing. Trade Mission OnLine will also be used by the SBA to recruit for foreign trade missions and to provide time-sensitive trade leads to registered companies. To visit and/or register, the Trade Mission OnLine web site can be found at: <http://www.sba.gov/tmonline>.

Contact: U.S. Small Business Administration, Office of International Trade, (202) 205-6720; fax (202) 205-7272; Internet web site: <http://www.sba.gov/oit>.

COMPUTERIZED AND PUBLISHED MARKET INFORMATION

EXPORT.GOV

Export.gov is a new multi-agency trade portal that brings together U.S. government export-related information under one easy-to-use web site, organized according to the intended needs of exporters, especially small businesses. Whether a company is exploring the possibility of exporting, searching for trade partners, seeking information on new markets, or dealing with trade problems, this web site can help. Additionally, the site has easy links to information on advocacy, trade events, trade statistics, tariffs and taxes, market research, export documentation, financing export transactions, and much more.

Contact: Internet home page: <http://www.export.gov>.

Trade and Economic Analysis/ITA/U.S. Department of Commerce

The Office of Trade and Economic Analysis provides a broad range of U.S. foreign trade data useful in evaluating trends in U.S. export performance by major export categories and foreign markets. Its major publication is *U.S. Industry and Trade Outlook*. The Office of Trade and Economic Analysis' web site includes state and metropolitan area trade data, national trade and industry statistics, and links to key foreign country data sources.

Contact: Jeffrey Lins at (202) 482-5145; fax (202) 482-4614; e-mail: jeffrey_lins@ita.doc.gov; Internet home page: <http://www.export.gov/tradestats>.



STAT-USA Electronic Information Products/U.S. Department of Commerce

STAT-USA, the federal government's premier office for the publication of market information, trade leads, and other trade-related data, offers information through the following electronic products:

National Trade Data Bank (NTDB)

The NTDB is a one-stop source for export promotion and international trade data collected by more than 40 U.S. government agencies. The NTDB is accessible on the Internet or on CD-ROM (see ordering information below) and enables the user to view more than 200,000 trade-related documents. The NTDB contains: (1) the complete set of *Country Commercial Guides*; (2) current market research reports compiled by the Commercial Service; (3) State Department country reports on economic policy and trade practices; (4) trade publications; and (5) the Export Promotion Calendar and many other data series.

The NTDB is available as part of STAT-USA/Internet. The cost is \$75 for three months and \$175 for one year. The Internet address is <http://www.stat-usa.gov>.

Contact: The NTDB can be purchased in the form of a CD-ROM for \$59 per monthly issue or \$575 for a 12-month subscription. Non-U.S. shipments will be charged \$75 monthly or \$775 for an annual subscription. Additional charges apply for network or redistribution use. For ordering and other specific information, call (202) 482-1986 or 1-800-STAT-USA (1-800-782-8872), fax (202) 482-2164. The NTDB is also available at over 1,100 federal depository libraries nationwide. Call 1-800-USA-TRAD(E) (1-800-872-8723) for a list of these libraries.

STAT-USA/Internet

Trade, economic, and business information is available on the Internet at one worldwide web address: <http://www.stat-usa.gov>. Here, you will find the contents of the National Trade Data Bank (NTDB) plus all of the contents of the former Economic Bulletin Board, on-line, fully searchable and accessible 24 hours a day, seven days a week. GLOBUS & NTDB has all of the market research reports, agricultural and business trade leads, and export guides of the NTDB CD-ROM, as well as U.S. government procurement opportunities. State of the Nation provides businesses with the economic news, statistics, and indicators necessary to gauge the direction of the American economy.

Contact: Subscriptions to STAT-USA/Internet are \$75 for three months or \$175 for a year of unlimited access. Call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986, fax (202) 482-2164, or subscribe on-line at <http://www.stat-usa.gov>.

USA Trade CD-ROM and USA Trade Online

How many parachutes does the U.S. export to France? How many printed circuit boards does the U.S. import and what percentage comes from Asia? USA Trade CD-ROM and USA Trade Online can tell you. These two products provide U.S. import and export statistics for over 18,000 commodities trade worldwide. Both versions of USA Trade offer the most current merchandise trade statistics available in a dynamic spreadsheet format. The CD-ROM version offers the convenience of portability and the power for real number crunching. The on-line version, <http://www.usatradeonline.gov>, offers immediate delivery of the current numbers 24 hours a day and the ability to store queries. Both use the statistics generated by the Foreign Trade Division of the U.S. Census Bureau and are available through STAT-USA.

Contact: USA Trade CD-ROM can be purchased for \$65 per monthly issue or \$650 for a 12-month subscription. Non-U.S. shipments will be charged \$80 monthly or \$800 for an annual subscription. The Internet-based version, USA Trade Online, is available at \$50 per month or \$300 for an annual subscription. Call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986; fax (202) 482-2164.

Trade Opportunity Program (TOP)/ITA/U.S. Department of Commerce

TOP provides companies with current sales leads from international firms seeking to buy or represent their products and services. TOP leads are accessible free of charge on the Department of Commerce's Commercial Service web site and as a component of the subscription service through STAT-USA. TOP leads are also printed weekly in leading commercial newspapers.

Contact: For more information on TOP, visit the U.S. Department of Commerce's Commercial Service home page at <http://www.usatrade.gov> or for STAT-USA/Internet subscription information, call 1-800-STAT-USA (1-800-782- 8872) or (202) 482-1986; fax (202) 482-2164; Internet web site: <http://www.stat-usa.gov>.

Top Targets for Trade Promotion/ITA/U.S. Department of Commerce

"Top Targets for Trade Promotion" and "Top Market Opportunities for Small Business" highlight outstanding markets for American industries, ranked by potential gain in export sales over the next two years. Among 40 key countries with strong sales potential for U.S. goods and services, there are some 400 individual market sectors judged as top targets for increasing U.S. exports through the coming year. Top targets are initially identified by Foreign Commercial Service staff overseas and then

analyzed by Trade Development's Export Promotion Office according to a common set of market factors, which gauge both potential demand for the individual product and expected overall economic growth of the countries. Market factors include measures of the size and projected growth of the total market, imports, and U.S. exports, as well as judgments on local and third-country competition.

Contact: Alan O. Maurer, Ph.D. (202) 482-3486 or the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872- 8723); Internet web site: <http://tradeinfo.doc.gov>.

Export America/ITA/U.S. Department of Commerce

The official magazine of the International Trade Administration (ITA) in the U.S. Department of Commerce offers practical export advice and serves as a valuable resource for small and medium-sized exporters (SMEs). Each month, *Export America* draws on the resources of the ITA and other government agencies to feature regional developments, country- and industry-specific opportunities, trade events listings, technical advice, on-line marketing tips, and export statistics. Each article specifically focuses on SMEs' needs and includes information on technical topics, such as export documentation and market research. This combination of feature stories and hands-on exporting advice makes *Export America* an essential resource for any exporter looking to enter or expand in the global marketplace.

Contact: For subscription information, please contact the Government Printing Office at (202) 512-1800 or visit the *Export America* home page at: <http://exportamerica.doc.gov>. For all other comments or questions about the magazine, or to receive a sample copy, please contact Export America's editorial offices at Tel: (202) 482-3809, fax: (202) 482-5819, or e-mail: Export_America@ita.doc.gov.

Webcast Library/ITA/U.S. Department of Commerce

Webcasts are on-line series of video streamed seminars and briefings on current international business topics, from tips on exporting health care products to Argentina to selling globally via the Internet.

Contact: Internet web page at: <http://www.usatrade.gov/webcasts>.

National Technical Information Service (NTIS)/U.S. Department of Commerce

NTIS is the official source for government-sponsored U.S. and worldwide scientific, technical, engineering, and business-related information for the benefit of U.S. industry. NTIS offers a wide variety of export promotion and international trade resources, including *Country Commercial Guides*.

Contact: NTIS Sales Desk, 1-800-553-NTIS (1-800-553-6847) or (703) 605-6000; Internet home page: <http://www.ntis.gov>.

International Data Base/U.S. Census Bureau/U.S. Department of Commerce

The International Programs Center compiles and maintains up-to-date global demographic and social information for all countries in its International Data Base (IDB), which is available to U.S. companies seeking to identify potential markets overseas.

Contact: Peter Johnson or Pat Dickerson, Information Resources Branch, (301) 457-1403; fax (301) 457-1539; e-mail: peterj@census.gov. Information about the IDB, including on-line access and free download, is available on the Internet at:
<http://www.census.gov/ipc/www/idbnew.html>.

Export and Import Trade Data Base/U.S. Census Bureau/U.S. Department of Commerce

This data base contains U.S. export and import statistics tracked by mode of transportation and district of entry or exit. Various levels of classification, including the Harmonized System of Commodity Classification, Standard International Trade Classification (SITC), North American Industry Classification System (NAICS) based codes, and End-Use Classification are available. Customized tabulations and reports can be prepared to user specifications. Prices begin at \$25 and vary depending upon user requirements and job size. Export and import data bases can also be purchased on CD-ROM at a price of \$1,200 a year, \$500 a quarter, or \$150 a month.

Contact: Data Dissemination Branch, (301) 457-2311; fax (301) 457-4615 for reports, (301) 457-4100 for CD-ROM; Internet home page:
<http://www.census.gov/foreign-trade/www/>.

SBA Online BBS/Small Business Administration (SBA)

SBA Online is an electronic bulletin board developed to expedite dissemination of information to the small business community on starting, expanding, and financing a business. The system operates 23 hours a day and 365 days a year. All that is needed is a computer, modem, phone line, and communications software. Data parameters are 14.4, N, 8, 1. Access different SBA Online services by calling the following numbers on a modem:

Contact: 1-800-697-4636 (This line provides SBA and other government agency information and some downloadable text files.) 1-900-463-4636 (This number allows access, for \$0.14 a minute, to SBA and other government information, a wide range of downloadable files, including application and software files, the gateway, mail, Internet mail, news groups, and on-line searchable data banks.) While information can also be obtained by calling (202) 401-9600, technical support for SBA Online BBS is available by calling (202) 205-6400.

SBA Internet Home Page/Small Business Administration (SBA)

The SBA Home Page provides SBA services, downloadable files, plus services from agency resource partners, links to other federal and state governments, and direct connections to additional outside resources. Special areas of interest focus on assisting U.S. companies that are setting up an operation, seeking financing, looking to expand, and beginning to engage in exporting. The SBA's home page also contains information on SBA programs that assist minority- and women-owned businesses. In addition, large libraries of business-focused shareware, downloadable SBA loan forms, and agency publications are available. A wide variety of services listed by state are provided, including calendars of local training courses sponsored by the SBA. On-line workshops are offered for individuals to work through self-paced activities that help them start and expand their business. In addition, the home page links directly to the White House home page and the U.S. Business Advisor, which houses a large volume of regulatory information for small businesses. The SBA provides full text search capabilities as well as an area for user comments and suggestions.

Contact: SBA Help Desk (202) 205-6400; Internet home page: <http://www.sba.gov>.

Overseas Security Advisory Council (OSAC)/U.S. Department of State

OSAC is the point of contact between the Department of State and the U.S. private sector on all overseas security-related matters such as political unrest, crime, terrorism, and the protection of information. OSAC manages an Internet-based electronic data base available to U.S. businesses with overseas interests. The electronic data base provides comprehensive and timely security-related and country-specific information. OSAC also works closely with U.S. embassies and consulates worldwide to expedite contacts between U.S. business representatives and State Department security officers.

Contact: Nickolas W. Proctor, Executive Director, OSAC, (202) 663-0533; fax (202) 663-0868, Internet home page: <http://www.ds-osac.org>.

Foreign Labor Trends/U.S. Department of Labor

Foreign Labor Trends is a series of annual reports that describe and analyze labor trends in some 75 foreign countries. The reports cover labor-management relations, labor and government, international labor activities, and other significant developments. A list of key labor indicators is also included. The U.S. Department of Labor's Office of Foreign Relations publishes additional reports on four foreign countries each year.

Contact: Sudha Haley, Office of Foreign Relations, (202) 219-6234 ext. 168; fax (202) 219-5613.



Chapter 5

Making Contacts Through Trade Promotion Events

DOMESTIC TRADE PROMOTION EVENTS

International Buyer Program (IBP)/ITA/U.S. Department of Commerce

The International Buyer Program, supporting 28 major domestic trade exhibitions annually, undertakes for each show a worldwide promotional campaign aimed at maximizing international attendance through work with the overseas network of Commercial Service and embassy offices. Qualified buyers and prospective distributors, many brought as part of delegations led by overseas commercial staff, are assisted in meeting with interested exhibiting firms and provided services aimed at helping them find new suppliers and trade partners. Each show features an international business center at which export counseling, matchmaking, interpreter, and other business services are provided to international visitors and exhibitors.

Contact: Jim Boney, Export Promotion Services, (202) 482-0146; fax (202) 482-0115; e-mail: Jim.Boney@mail.doc.gov; Internet home page. <http://www.usatrade.gov/ibp>.

Trade Show Outreach Program/ITA/U.S. Department of Commerce

Trade Development's Office of Export Promotion Coordination (OEPC) provides on-the-spot export assistance to attendees and exhibitors at 10 to 20 domestic industry exhibitions and conferences per year. This assistance is provided through OEPC's traveling Trade Information Center exhibit. The mix of industry exhibitions covered varies from year to year.

Contact: Trade Information Center, 1-800-USA-TRAD(E) (1-800-872-8723); fax (202) 482-4473; e-mail: tic@ita.doc.gov; Internet home page. <http://tradeinfo.doc.gov>.

Domestic Trade Fair Certification/ITA/U.S. Department of Commerce

The Tourism Industries Office of Trade Development is responsible for certification and promotion of domestic trade fairs. The Trade Fairs Act of 1959 permits the Secretary of Commerce to extend the privileges provided in the act to any trade fair held in the United States that serves the public interest in promoting trade. Items to be exhibited at these domestic shows are allowed into the United States duty free.

Contact: Linda Harbaugh, Tourism Industries, (202) 482-2404; fax (202) 482-2887; Internet: <http://tinet.ita.doc.gov>.



ShowTime/ITA/U.S. Department of Commerce

A service that brings Commercial Service sector experts from key markets around the world to advise U.S. participants at major trade shows and events. Technical assistance focuses on identifying specific high-potential export markets for the U.S. participant. Selected trade events are typically the leading trade affairs in the United States and throughout the world that attract the most U.S. sellers and foreign buyers. There is no fee for U.S. trade event participants.

Contact: For more information on ShowTime, including a schedule of upcoming trade events, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site <http://www.usatrade.gov>.

Business Briefings and Technical Symposia/U.S. Trade and Development Agency (TDA)

The U.S. Trade and Development Agency sponsors a variety of business briefings and conferences designed to give U.S. firms the opportunity to learn about sales opportunities related to major projects in developing and middle-income countries. TDA identifies a group of projects in specific countries and sectors and brings the foreign project sponsors to a location to conduct briefings on the projects and to meet privately in one-on-one meetings with U.S. companies.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; Internet home page: <http://www.tda.gov>.

Business Opportunities Conferences/U.S. Trade and Development Agency (TDA)

The U.S. Trade and Development Agency sponsors about 20 business opportunities conferences per year. About 50 of the best projects in the sector or sectors in which the conference is focusing are selected. Foreign project sponsors for the selected projects are hosted by TDA at the conference, and U.S. businesses are invited to attend. At the conference, U.S. companies have opportunities to meet in private, one-on-one meetings with foreign project sponsors to discuss their expertise and to generate sales. An international finance panel is included at most of these events. Each participant receives a project resource guide, detailing each of the selected projects complete with contact information, timelines for project implementation, and procurement lists.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; Internet home page: <http://www.tda.gov>.

Reverse Trade Missions/U.S. Trade and Development Agency (TDA)

The U.S. Trade and Development Agency funds visits to the United States by high-level foreign government officials to meet with U.S. industry and government representatives. These foreign officials represent procurement authorities of specific projects interested in purchasing U.S. equipment and services. U.S. industry will sometimes share in the cost of these missions.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; e-mail: info@tda.gov; Internet home page: <http://www.tda.gov>.

Visitor's Program/U.S. Department of Transportation (DOT)

The DOT maintains a Visitor's Program for foreign officials interested in U.S. transportation policy and facilities.

Contact: Phyllis Davis-Gales, International Transportation Specialist, (202) 366-9514; fax (202) 366-7417; e-mail: Phyllis.Davis@ost.dot.gov.

FOREIGN TRADE PROMOTION EVENTS

Trade Fairs and Exhibitions/ITA/U.S. Department of Commerce

The Department of Commerce selects between 80 and 100 worldwide trade fairs each year for recruitment of a USA pavilion. Selection priority is given to events in good markets that are suitable for new-to-export or new-to-market, "export ready" firms. Fees depend upon the country, and exhibitors receive pre- and post-event logistical and transportation support, design, and management of the USA pavilion, and extensive overseas market promotional campaigns to attract appropriate business audiences. In addition, each firm is asked to identify its goals in participating in the event, and the U.S. Embassy makes every effort to assure that these goals are met.

Contact: For information on Department of Commerce recruited trade shows and a listing of trade events call the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723) or view the Trade Events Calendar home page: www.usatrade.gov.

Overseas Trade Fair Certification/ITA/U.S. Department of Commerce

Each year the Commerce Department certifies a variety of trade show organizers to recruit and manage U.S. pavilions at approximately 90 fairs worldwide. These private-public cooperative arrangements allow the organizer and the Department of Commerce to combine and focus their resources and expertise for each event. Certification ensures participation standards, provides a high visibility U.S. pavilion at each exhibit, signals U.S. firms that the event is a carefully developed opportunity to promote their export sales, provides exhibitors with complete Commercial Service support from U.S. Embassies, and encourages new-to-export and new-to-market participation.

Contact: Don Huber, Export Promotion Services, (202) 482-2525; fax (202) 482-0115; Internet home page: <http://infoserv2.ita.doc.gov/tradefair>.

Trade Missions/ITA/U.S. Department of Commerce

Trade missions are an essential element of a broad-based public program designed to increase job opportunities for all Americans. Trade missions may be undertaken for a variety of purposes:

- **Commercial missions** seek to produce near-term export sales of U.S. goods and services of participating firms who travel as a group to one or more foreign markets. Appointments are made with officials and prospective business contacts and customers. Commercial missions are organized for individual sectors or multiple industries and may include a range of companies. Some missions are planned specifically for small and medium-sized firms and others for minority and women-owned businesses.
- **Market access missions** seek to create market opportunities through the removal of barriers to trade. Market entry for U.S. businesses that have been closed out of such opportunities is another goal of these missions.
- **Policy missions** seek to advance the U.S. bilateral or multilateral objectives across a range of issues with the objective of enhancing overall bilateral or multilateral economic and political relations. This category includes missions designed to promote political stability in a foreign country or region by fostering U.S. investment and trade.
- **Combined missions** embody aspects of two or more of the above types.
- **Certified Trade Missions** are organized by state and private-sector trade promotion agencies and supported by the Commercial Service. While states and industry associations apply to certify most missions through their local U.S. Export Assistance Center or directly to the overseas posts, requests for Congressional and governor-led missions are initially handled by the Export Promotion Services unit of Commercial Service headquarters. For information on Certified Trade Missions, contact Geraldine Whitley, Export Promotion Services, (202) 482-0111; fax (202) 482-0115.
- **Virtual trade missions** bring prospective foreign buyers and U.S. industry together via the Internet without the cost of traveling overseas.

Contact: Every Department of Commerce trade mission has a mission statement describing the mission, its goals, criteria for participation, and contact person on the following web site: <http://www.export.gov/doctm/tmcal.html>. For more information on trade missions, contact your local U.S. Department of Commerce Export Assistance Center (EAC). For the address and phone number of the EAC nearest you, call 1-800-USA-TRAD(E) (1-800-872-8723) or visit the Internet web site: <http://www.usatrade.gov>.

Women-in-Trade Business Development Missions/ITA/U.S. Department of Commerce

These missions emphasize small to medium-sized, women-owned, or women-managed firms and typically comprise 10 to 12 companies representing a mixture of product and service industries.

Contact: Loretta Allison, Project Manager, Office of Export Promotion Coordination, (202) 482-5479; fax (202) 482-1999; e-mail: loretta_allison@ita.doc.gov; Internet site: <http://www.trade.gov/doctm/tmcal.html>.

Matchmaker Trade Delegations/ITA/U.S. Department of Commerce

The Matchmaker Trade Delegation Program is designed to match small to medium-sized, new-to-market, or new-to-export U.S. firms with qualified business contacts abroad. Each mission targets major markets in two or three countries that have strong potential for U.S. goods and services. Delegation members travel to each country and benefit from export counseling, interpreter service and logistics support, market research, in-depth market briefings, and a personalized itinerary of business appointments screened by commercial specialists at U.S. embassies and consulates.

Contact: Molly Costa, Export Promotion Services, (202) 482-0692; fax (202) 482-0178; Internet home page: <http://www.usatrade.gov/matchmaker>.

Multi-State Catalog Exhibitions Program/ITA/U.S. Department of Commerce

This program showcases U.S. company product literature in fast-growing markets within a geographic region. The U.S. Department of Commerce and representatives from state development agencies present product literature to hundreds of interested business prospects abroad and send the trade leads directly to U.S. participants.

Contact: Nancy Hesser, Export Promotion Services, (202) 482-4663; fax (202) 482-2718; Internet home page: <http://www.usatrade.gov/catalog>.

Product Literature Centers/ITA/U.S. Department of Commerce

This program showcases U.S. company product literature through exhibits in international trade shows held in both mature and emerging markets. The Product Literature Center is a low cost, efficient way for small and medium-sized firms to get worldwide sales leads in their particular industry. A Commerce Department industry/international specialist or the U.S. Embassy operate Product Literature Centers. Visitors to Product Literature Centers are required to register, and may take company literature with them. All sales leads are sent directly to the Product Literature Center participant.

Contact: For more information on Product Literature Centers, contact the Trade Information Center at 1-800-USA-TRAD(E) (1-800-872-8723), which will refer you to the appropriate industry or trade specialist or U.S. Embassy officer.

Chapter 6

Special Market Access and Technical Assistance



Advocacy Center/ITA/U.S. Department of Commerce

For a U.S. company bidding for a foreign government procurement contract, exporting today can mean more than just selling a good product at a competitive price. It can also mean dealing with foreign governments and complex rules. If you think the bidding process is not open and transparent, or may be tilted in favor of your foreign competition, then you need to contact the Advocacy Center. The Advocacy Center coordinates the actions of 19 U.S. government agencies involved in international trade, to level the playing field overseas for U.S. exporters and ensure that sales of U.S. products and services have the best possible chance abroad. Advocacy assistance can include a visit to a key foreign official by a high-ranking U.S. government official, direct support by U.S. officials stationed overseas, letters to foreign decision-makers, and coordinated action by U.S. government agencies for businesses of all types and sizes.

Contact: For more information call (202) 482-3896; fax (202) 482-3508; Internet home page: <http://www.export.gov/td/advocacy>.

Market Access and Compliance (MAC) Officers/ITA/U.S. Department of Commerce

Market Access and Compliance (MAC) works to open foreign markets for American goods and services, country-by-country and region-by-region, by concentrating on market access issues and developing strategies to overcome obstacles faced by U.S. business. MAC specialists maintain in-depth knowledge of trade policies and practices of our trading partners. Working hand-in-hand with U.S. business, trade associations, Trade Development's industry and technical specialists, and U.S. and Foreign Commercial Service offices, MAC country and regional experts develop information needed to conduct trade negotiations, monitor foreign country compliance with trade agreements, and ensure that U.S. firms know how to use market opening agreements.

Contact: For appropriate contacts in MAC offices, call 1-800-USA-TRAD(E) (1-800-872-8723); Internet home page: <http://www.mac.doc.gov>.

Trade Compliance Center (TCC)/ITA/U.S. Department of Commerce

The TCC ensures vigorous enforcement of existing U.S. international agreements. The TCC serves as a one-stop shop for U.S. business and industry concerned with foreign compliance with their trade obligations and standards of behavior or problems in exporting to overseas markets. The TCC monitors, investigates, and evaluates foreign compliance with multilateral and bilateral trade agreements.

The TCC has developed the U.S. government's only comprehensive, free, and searchable Internet-based data base of trade agreements and market-specific export information. This web site assists new and experienced exporters with understanding their rights, and their trading partner's obligations, as found in over 300 trade agreements (including World Trade Organization agreements and the North American Free Trade Agreement). The web site also provides direct access to the TCC through its Trade Complaint Hotline to request federal government assistance. One e-mail message or fax to the TCC provides one-stop access to U.S. government trade policy assistance in resolving market access and agreement-related difficulties.

Contact: Trade Compliance Center, (202) 482-1191; fax (202) 482-6097; e-mail: tcc@ita.doc.gov; Internet home page: <http://www.mac.doc.gov/tcc>.

ATA Carnet/U.S. Customs Service/U.S. Department of the Treasury

The ATA Carnet is a special international customs document which may be used for temporary imports/exports, particularly professional equipment and commercial samples that are out of the country for less than one year. The carnet is issued in lieu of the usual customs documents and eliminates value-added taxes, duties, and temporary import bonds. Sixty-one participating countries accept the carnet as a guarantee against the payment of customs duties.

Contact: 1-800-ATA-2900, 1-800-CARNETS; Dennis Sequeira, International Organizations and Agreements Division, (202) 927-1480; fax (202) 927-6897; e-mail: atacarnet@uscib.org; Internet home page: <http://www.uscib.org>; for on-line application: <http://www.atacarnet.com>.

Safe Harbor Data Protection Program/ITA/U.S. Department of Commerce

The European Commission (EC) directive on data privacy that became effective in 1998 prohibits the transfer of personal data to non-European Union (EU) nations that fail to meet the European "adequacy" standard for privacy protection. As a result of the differing approaches to privacy established by the E.C. and the United States, the EC directive could significantly hamper the ability of U.S. companies to engage in many trans-Atlantic transactions, including e-commerce. The "safe harbor" framework was developed by the U.S. Department of Commerce in consultation with the EC, industry, and non-governmental organizations, in order to bridge these different privacy approaches and provide a streamlined means for U.S. organizations to comply with the EC directive. The Safe Harbor—approved by the EU in July 2000—is a self-certification system designed to help U.S. companies avoid interruptions in their business dealings with the EU or prosecution by European authorities under European privacy laws. Certifying to the Safe Harbor will assure that E.U. organizations know that your company provides adequate privacy protection, as defined by the EC directive.



Contact: Certification may be submitted via the Internet or by sending a letter to Jeff Rohlmeier, Room 2011, International Trade Administration, Department of Commerce, 14th St. and Constitution Avenue, N.W., Washington, DC 20230; (202) 482-0343; fax (202) 482-5665; e-mail: jeff_rohlmeier@ita.doc.gov; Internet home page: <http://www.export.gov/safeharbor>.

Export Trade Certificate of Review Program/ITA/U.S. Department of Commerce

Under this program, U.S. firms can team up for exporting to gain economies of scale and other export-related competitive advantages. The Certificate of Review offers firms U.S. antitrust pre-clearance on virtually any export activity, including joint negotiation with providers of export services; agreements to avoid rivalry in export markets; joint bidding; coordination of export prices; and cost sharing on developing or expanding export markets. The Export Trade Certificate of Review Program provides firms with virtual immunity from U.S. antitrust laws at state and federal levels and significantly reduces their antitrust exposure at the private level.

Contact: Office of Export Trading Company Affairs, (202) 482-5131; Internet home page: <http://www.export.gov/oetca>. To locate prospective U.S. export partners and export service firms, log on to <http://www.myexports.com>.

Office of Multilateral Affairs (OMA)/ITA/U.S. Department of Commerce

OMA serves as a contact point for non-sectoral international trade and investment policy issues related to the World Trade Organization (WTO), the Organization for Economic Cooperation and Development (OECD), and other international organizations. OMA is involved in the following trade policy areas: accessions to the WTO and WTO negotiations, concessions, and rules; OECD investment negotiations, bilateral investment treaties, expropriation; the Generalized System of Preferences; trade and environment; and related trade policy initiatives.

Contact: Office of Multilateral Affairs, (202) 482-0603; fax (202) 482-5939.

Office of the U.S. Trade Representative (USTR)

USTR staff can provide information to exporters confronted with problems involved with the implementation of international trade agreements. Offices are organized according to sectoral, functional, and geographic responsibilities.

Contacts: James Murphy, Agricultural Affairs, (202) 395-6127; Gordona Earp, Office of Industry, (202) 395-5656; Joseph Papovich, Services, Investment, and Intellectual Property Rights, (202) 395-4510; Don Johnson, Office of Textiles, (202) 395-3026; Jane Bradley, Monitoring and Enforcement, (202) 395-3582; fax for all offices (202) 395-3911; Internet home page: <http://www.ustr.gov>.

Office of the General Counsel/Office of the U.S. Trade Representative

USTR is responsible for administering trade cases that provide relief from unfair trade practices under Section 301 of the Trade Act of 1974. Individual exporters should contact USTR concerning procedures for filing a complaint.

Contact: Jane Bradley, Assistant USTR for Monitoring and Enforcement, (202) 395-3582; William Busis, Chairman, Section 301 Committee, (202) 395-3150; fax (202) 395-3639.

WTO/GATT Hotline and EU Hotline/National Institute of Standards and Technology (NIST)/Technology Administration/U.S. Department of Commerce

NIST provides information about foreign standards, technical regulations, and certification requirements. In addition, NIST maintains a World Trade Organization hotline with the latest notifications of proposed foreign technical regulations that may affect trade. NIST also assists U.S. exporters in identifying European Union (EU) standards and directives for products to be marketed to the EU. An EU hotline provides information on draft standards of the European Committee for Standardization (CEN) and the European Committee for Electrotechnical Standardization (CENELEC).

Contacts: National Center for Standards and Certification Information, (301) 975-4040; fax (301) 926-1559; WTO/GATT hotline, (301) 975-4041; EU hotline, (301) 921-4164; Internet home page: <http://ts.nist.gov/ts/htdocs/210/217/217.htm>.

Metric Program/National Institute of Standards and Technology (NIST)/Technology Administration/U.S. Department of Commerce

The Metric Program seeks to accelerate the nation's transition to the metric system, the preferred system of weights and measures for U.S. trade and commerce. Implementing the 1988 amendments to the Metric Conversion Act of 1975, the Metric Program helps foster the metric transition activities of all federal agencies. The program provides leadership and assistance on adoption and use of the metric language of measurement by businesses, state, and local governments, standards organizations, trade associations, and the educational community. Current initiatives focus on small and mid-sized businesses, education, and public awareness to gain broad-based support for national metrication from industry and the general public.

Contact: Gerard C. Iannelli, Director, Metric Program, (301) 975-3690; fax (301) 948-1416; e-mail: metric_prg@nist.gov; Internet home page: <http://www.nist.gov/metric>.

Commercial and Business Affairs (CBA)/U.S. Department of State

The Office of Commercial and Business Affairs (CBA) works directly with U.S. business representatives to help them tap into the worldwide resources of the Department of State. CBA creates a dynamic partnership with U.S. business through: championing U.S. business interests overseas with advocacy, troubleshooting, and market access support; articulating the U.S. business community perspective in foreign policy-making and management; engaging business leaders on international issues that affect them; and working



with international and U.S. organizations, opinion leaders, and other stakeholders to advance U.S. commercial and business interests in the global marketplace.

Contact: Sandra Willett Jackson, Special Representative, (202) 647-1625; fax (202) 647-3953; Internet home page: http://www.state.gov/www/about_state/business.

Bureau of Economic and Business Affairs/U.S. Department of State

The Bureau of Economic and Business Affairs integrates high-level economic expertise—in such areas as international trade policy, finance, telecommunications and information technology, energy, international transportation issues, agriculture, and intellectual property rights proficiency—with up-to-date information about economic and other developments around the world to advance U.S. interests. Drawing on this unique combination of assets, the Bureau formulates and executes U.S. foreign economic policy, in cooperation with other U.S. government agencies in Washington and with U.S. embassies abroad, to benefit all Americans, including farmers, business people, workers, and consumers.

Contact: Ruth Hall, (202) 647-6985; fax (202) 647-5713; Internet home page: <http://www.state.gov/www/issues/economic/index.html>.

Office of Small and Disadvantaged Business Utilization/Minority Resource Center (OSDBU/MRC)/U.S. Agency for International Development (USAID)

An advocate for U.S. small businesses and disadvantaged enterprises (including women-owned small businesses), OSDBU/MRC ensures their consideration as sources for the procurement of goods and services financed through USAID sustainable development activities. The office maintains the USAID Consultant Registry Information System (ACRIS) and publishes the *Guide to Doing Business with the Agency for International Development*.

Contact: Ivan R. Ashley, Office of Small and Disadvantaged Business, (202) 712-1500; fax (202) 216-3056; Internet home page: http://www.usaid.gov/procurement_bus_opp/osdbu.

Office of Minority Enterprise Development/Small Business Administration (SBA)

Through this office's 7(j) Management and Technical Assistance Program, the SBA contracts for the services of professional management firms and others, as appropriate, to provide management and technical assistance to 8(a) and other eligible firms in the areas of accounting, marketing, proposal preparation, and industry-specific issues.

Contact: Additional information may be obtained from a business opportunity specialist in SBA's district offices. For the telephone and fax numbers of your nearest SBA district office, call 1-800-U-ASK-SBA (1-800-872-5722); Internet home page: <http://www.sba.gov/med>.

Chapter 7

Export Finance, Insurance, and Grants (Non-Agricultural)

EXPORT FINANCE

Export Financing Hotline/Export-Import Bank of the United States (Ex-Im Bank)

Through its special toll-free number, the Export-Import Bank provides information on programs listed below, including its export credit insurance, pre-export financing through working capital guaranteed loans to exporters, and medium and long-term loans and guarantees to overseas buyers. Information is accessible through e-mail, from a fax system, and on the Ex-Im Bank's Internet home page. The Ex-Im Bank offers briefing programs to the business community, including regular seminars and group briefings offered both at the Ex-Im Bank and at locations around the country.

Contact: 1-800-565-3946 (EXIM), (202) 565-3946 (Alaska, Hawaii, and District of Columbia); fax retrieval: 1-800-565-EXIM, press 1, press 2; e-mail: bdd@exim.gov; Internet: <http://www.exim.gov>.



City-State Program/Export-Import Bank

The Ex-Im Bank works with state and local government agencies to offer export counseling and financial assistance to businesses in their jurisdictions. Cooperative programs currently operate in more than 35 states and regions and in Puerto Rico.

Contact: Gus Grace, Business Development Officer, (202) 565-3910; fax (202) 565-3932.

Regional Offices/Export-Import Bank

The Ex-Im Bank's regional offices provide services to businesses interested in Ex-Im Bank programs. Regional offices are in New York, Washington, D.C., Miami, Chicago, Houston, and Long Beach. Ex-Im Bank is also represented at most of the U.S. Export Assistance Centers (USEACs).

Contact: New York: 6 World Trade Center, Suite 635, New York, NY 10048, tel (212) 466-2950, fax (212) 466-2959; Washington, D.C.: 811 Vermont Ave., NW Room 929, Washington, DC 20571, tel (202) 565-3900, fax (202) 565-3931; Miami: 5600 NW 36th St., Suite 617, Miami, FL 33166, tel (305) 526-7436, fax (305) 526-7435; Chicago: 55 W. Monroe Street, Suite 2440, Chicago, IL 60603, tel (312) 353-8081, fax (312) 353-8098; Houston: 1880 South Dairy Ashford, Suite 585, Houston, TX 77077, tel (281) 721-0465,

fax (281) 679-0156; Long Beach: 1 World Trade Center, Suite 1670, Long Beach, CA 90831, tel (562) 980-4580, fax (562) 980-4590. For the addresses and telephone numbers of the USEACs, call 1-800-USA-TRAD(E) (1-800-872-8723).

Working Capital Guarantee Program/Export-Import Bank

The Working Capital Guarantee Program helps small and medium-sized businesses obtain critical pre-export financing from commercial lenders. The Ex-Im Bank will guarantee 90 percent of the principal and interest on transaction-specific loans or revolving lines of credit that are extended to eligible exporters. The funds may be used for pre-export activities, which include the purchase of raw materials, labor, overhead, performance bonds, retainages, and warranties. Loan amounts of over \$833,333 are processed by the Ex-Im Bank. (Lower amounts go to the Small Business Administration; see below.)

Contact. Jerry Solomon, (202) 565-3904; fax (202) 565-3793; regional offices; Internet home page: <http://www.exim.gov>.

Export Credit Insurance/Export-Import Bank

The Ex-Im Bank offers insurance that covers political and commercial risks on export receivables:

- The **Small Business Policy** is available to firms just beginning to export or with average annual export credit sales of less than \$3 million for the past two years. These businesses must also meet Small Business Administration (SBA) guidelines for the definition of a small business. The policy offers enhanced coverage, a lower premium than usually found in other insurance policies, and an enhanced assignment used to discount receivables with a bank. Special features are also available for exporters of environmental goods and services.
- The **Umbrella Policy** is available to commercial lenders, state agencies, export trading companies, and similar organizations to insure export receivables of their small-business clients.
- The **Bank Letter of Credit Policy** insures commercial banks against loss on irrevocable letters of credit issued by foreign banks for U.S. exporters.
- The **Multi-Buyer Policy** insures all or a reasonable spread of an exporter's short-term export credit sales.
- The **Financial Institution Buyer Credit Policy** insures individual short-term export credits extended by financial institutions to foreign buyers.

- The **Short-Term Single-Buyer Policy** and the **Medium-Term Single-Buyer Policy** allow exporters to insure their receivables against loss due to commercial and specified political risks on a selective basis.
- **Lease Insurance Policies** offer a lessor the opportunity to expand its overseas leasing program by providing comprehensive insurance for both the stream of lease payments and the fair market value of the leased products.

Contact: Business Development, (202) 565-3900; fax (202) 565-3931; or regional offices; Internet home page: <http://www.exim.gov>.

Direct Loans and Guarantees/Export-Import Bank

This program extends direct loans to foreign buyers or guarantees to financing intermediaries for creditworthy entities who purchase U.S. capital goods or services. The loans and guarantees offered are for 85 percent of the U.S. export value. Direct loans provide competitive fixed-rate financing to the foreign buyer. The guarantee coverage provides protection to the finance source against payment default for either political or commercial reasons. Interest rates for the guarantees are negotiated between the finance source and the seller and are typically floating rates. Political-only guarantee coverage is available. In addition, the Ex-Im Bank is willing to provide support for a broad range of environmental exports. There are specialized transaction structures for certain lease transactions, industrial design, architectural or engineering services, and overseas operations and maintenance contracts.

Contact: Business Development, (202) 565-3900; fax (202) 565-3931; or regional offices; Internet home page: <http://www.exim.gov>.

Limited Recourse Project Finance Program/Export-Import Bank

The Limited Recourse Project Finance Program provides financing for projects that are dependent on the cash flows of the project for repayment, not on recourse to a foreign government, financial institution, or established corporation. Combinations of direct loans, political-risk-only coverage, or comprehensive guarantees for commercial bank loans are available. While traditionally the Ex-Im Bank limited its construction period coverage to political-risk-only guarantees, pre-completion comprehensive coverage is now available for select projects. Ex-Im Bank offerings include: financing up to 85 percent of the U.S. export value, financing of interest during construction, financing of host country local costs of up to 15 percent of the U.S. contract value and up to the maximum repayment terms consistent with OECD guidelines.

Contact: Kristine Wood, (202) 565-3913; fax (202) 565-3695; Internet home page: <http://www.exim.gov>.

Business Loan Guarantee Program/Small Business Administration (SBA)

SBA's 7(a) Program assists qualified small businesses to obtain financial assistance from banks. The Business Loan Guarantee Program provides the lender with a guarantee that if the borrower cannot repay the loan, the federal government will repay the loan up to the percentage of the SBA guarantee. Therefore, when a business applies for an SBA loan, it is applying for a commercial loan with an SBA guarantee.

SBA can make 7(a) loans to businesses engaged in manufacturing, construction, wholesale, retail, or service industries, and the proceeds may be used to acquire equipment, facilities, machinery, supplies, or materials; to obtain working capital; to finance construction, conversion, or expansion; and to refinance existing debt.

The maximum dollar amount that SBA will guarantee is \$750,000. The maximum maturity is 25 years; however, SBA expects all loans to be repaid as soon as possible. Therefore, maturity is based on the ability of the business to pay without hardship. Interest rates on SBA guarantee loans are negotiated between the applicant and the lender based on the credit merits of the request, subject to a maximum of prime plus 2.75 percent.

Contact: 1-800-U-ASK-SBA for the nearest SBA district office or U.S. Export Assistance Center for application and processing, or access the SBA home page on the Internet: <http://www.sba.gov/financing>.

Export Working Capital Program (EWCP)/Small Business Administration (SBA)

The Export Working Capital Program (EWCP) provides short-term, transaction-specific financing for small business exporters. Exporters may use this program for pre-export financing of labor and materials, financing receivables generated from these sales, and standby letters of credit used as performance bonds or payment guarantees to foreign buyers. The EWCP provides 90 percent guarantees up to \$750,000 to commercial lenders and offers exporters preliminary commitments that encourage lenders to provide credit to small business exporters. The small business must be established for at least one year, though not necessarily engaged in exporting, to qualify for the EWCP. Interest rates and fees are negotiable between the lender and the small business exporter.

Contact: 1-800-U-ASK-SBA for the nearest SBA district office or U.S. Export Assistance Center, or access the SBA home page on the Internet: <http://www.sba.gov/oit>.

International Trade Loan Guarantee Program/Small Business Administration (SBA)

The International Trade Loan Guarantee Program helps small businesses that are either new-to-export, already engaged in exporting and seeking to expand their operation, or adversely affected by competition from imports. SBA guarantees up to \$1.25 million, less the amount of SBA's guaranteed portion of other loans outstanding, to the borrower under SBA's regular lending program. Loans are made by lending institutions with the SBA guaranteeing a portion of the loan. Proceeds may be used for working capital and facilities or equipment. Maturities of loans for facilities or equipment may extend to the 25-year maximum.

Contact: 1-800-U-ASK-SBA for the nearest SBA district office or U.S. Export Assistance Center, or access the SBA home page on the Internet: <http://www.sba.gov/oit>.

Small Business Investment Companies/Small Business Administration (SBA)

Licensed by the SBA, firms whose investment strategies include export activities may receive equity capital or term working capital in excess of the SBA's \$750,000 statutory limit.

Contact: Investment Division, (202) 205-6510; Internet home page: <http://www.sba.gov/INV>.

Export Express/Small Business Administration (SBA)

SBA's new Export Express loan program helps small businesses by allowing lenders to use streamlined and expedited loan review and approval procedures to process SBA guaranteed export loans of up to \$150,000. Loan proceeds may be used for most business purposes, including: market development activity, such as participation in a foreign trade mission; transaction-specific financing; general lines of credit for export purposes; and term loans for permanent working capital and fixed-asset financing.

Contact: 1-800-U-ASK-SBA for the nearest SBA district office or U.S. Export Assistance Center; e-mail: answerdesk@sba.gov; or access the SBA Export Express home page on the Internet: <http://www.sba.gov/OIT/exportexpress.html>.

Export Finance Matchmaker/ITA/U.S. Department of Commerce

The Export Finance Matchmaker (EFM) is designed to match, via the Internet, U.S. exporters with sources of export financing or risk mitigation. Matching is done by the software built into the program by comparing information collected from the exporter to corresponding offerings of the export finance/risk mitigation firms. EFM supports a variety of export financing products including pre-export working capital, direct loans to foreign buyers, forfaiting, export factoring, documentary products, export credit insurance, and other financial services.

Contact: John R. Shuman, Office of Finance, (202) 482-3050; fax (202) 482-5702; e-mail: John_Shuman@ita.doc.gov; Internet home page: <http://www.export.gov/efm>.

Untied Aid Initiative/ITA/U.S. Department of Commerce

This program is a central source for information on how to access foreign donor aid programs to finance U.S. export sales in infrastructure and other sectors. In 1998, developing countries benefitted from approximately \$52 billion in development assistance provided by the more than 20 Development Assistance Committee countries. This amount includes grant aid, “soft loans,” and technical cooperation. According to Organization for Economic Cooperation and Development (OECD) data, approximately \$22 billion of these funds were “untied” (i.e., not contingent upon the purchase of goods and services from the donor country) and therefore potentially available to finance procurement from U.S. and other suppliers and consultants.

Contact: Jay Biggs, Office of Japan Trade Policy, (202) 482-2176; fax (202) 482-0469; e-mail: biggsj@usita.gov; Denise Carpenter, Office of Finance, (202) 482-4002; fax (202) 482-5702; e-mail: Denise_Carpenter@ita.doc.gov; Internet home page: <http://www.export.gov/untiedaid>.

Multilateral Development Bank Operations (MDBO)/ITA/U.S. Department of Commerce

MDBO counsels U.S. firms about opportunities associated with funding by the World Bank; Asian, African, and Inter-American Development Banks; and the European Bank for Reconstruction and Development. MDBO ensures project information is available on a timely basis and organizes and develops outreach programs throughout the United States. The development banks assist in financing social and economic infrastructure and privatization projects in developing countries. The liaison officers in each of these institutions are dedicated to the identification of these projects at the earliest possible stage. They provide in-depth counseling to U.S. firms on bank opportunities and advocate on behalf of U.S. firms.

Contacts: MDBO (ITA), Janet Thomas, (202) 482-3399, fax (202) 482-3914; World Bank, Commercial Liaison Office, Karen Zens, (202) 458-0120, fax (202) 477-2967; Inter-American Development Bank (IADB), Commercial Liaison Office, (202) 623-3821, fax (202) 623-2039; African Development Bank, Commercial Liaison Office, (011) 225-20-21-46-16, fax (011) 225-20-22-24-37 (Côte d’Ivoire); Asian Development Bank, Commercial Liaison Office, (011) 632-887-1345/1346, fax (011) 632-887-1164 (Philippines); European Bank for Reconstruction and Development, (011) 44-171-588-4027/4028, fax (011) 44-171-588-4026 (United Kingdom).

INVESTMENT FINANCE

Automated Information Line/Overseas Private Investment Corporation (OPIC)

OPIC supports U.S. businesses that invest in developing countries and emerging market economies, thus creating U.S. jobs, increasing U.S. exports and promoting economic growth at home and abroad. In addition to fostering American global competitiveness, OPIC considers an investment's impact on the U.S. economy, the environment, and rights of workers in the host country. The OPIC hotline responds to all preliminary inquiries or initial requests for information regarding OPIC programs and services.

Contact: Information Line, (202) 336-8799; fax (202) 408-5155; Internet home page: <http://www.opic.gov>.



Investment Insurance/Overseas Private Investment Corporation (OPIC)

OPIC offers several programs to insure U.S. investments in emerging markets and developing countries against the risks of: (1) currency inconvertibility—the inability to convert profits, debt service, and other investment remittances from local currency into U.S. dollars or the inability to transfer funds; (2) expropriation—loss of an investment due to expropriation, nationalization, or confiscation by a foreign government; and (3) political violence—loss of assets or income due to war, revolution, insurrection, or civil strife. Coverage is available for new investments, privatizations, and investments to expand or modernize existing operations. Equity, debt, loan guarantees, leases, and most other forms of long-term investment can be insured. Special programs or contracts are also available for contractors, exporters, oil and gas projects, and small businesses.

Contact: Information Line, (202) 336-8799; fax (202) 408-5155; Internet home page: <http://www.opic.gov>.

Finance Programs/Overseas Private Investment Corporation (OPIC)

Medium- to long-term financing for sound overseas investment projects is made available through loan guarantees and direct loans. Direct loans generally range from \$2 million to \$30 million and are reserved exclusively for projects significantly involving U.S. small businesses or cooperatives. Loan guarantees generally range from \$10 million to \$200 million. OPIC's financing commitment may range from 50 percent of total project costs for new ventures to up to 75 percent for expansion of existing successful operations, with final maturities of 5 to 12 years or more. Additionally, OPIC supports a family of privately managed direct investment funds in various regions and business sectors.

Contact: Information Line, (202) 336-8799; fax (202) 408-5155; Internet home page: <http://www.opic.gov>.

GRANTS FOR FEASIBILITY STUDIES AND OTHER EXPORT-RELATED NEEDS

Feasibility Studies/U.S. Trade and Development Agency (TDA)

A primary activity of TDA is the grant funding of feasibility studies and other project planning activities for major projects in developing and middle-income countries. The studies are conducted by U.S. private sector firms and represent a wide range of host government high priority sectors, including: energy, transportation, telecommunications, information technology, manufacturing, minerals development, and the environment. Feasibility studies assess the economic, financial, and technical viability of a potential project. Applications for feasibility studies are accepted with host country endorsement.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; Internet home page: <http://www.tda.gov>.

Technical Assistance Grants/U.S. Trade and Development Agency (TDA)

The agency funds activities designed to bring U.S. technical assistance to bear on a variety of projects.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; Internet home page: <http://www.tda.gov>.

Definitional Missions (DM)/U.S. Trade and Development Agency (TDA)

After receiving a request to fund a major study for a new project, the agency hires a technically qualified U.S. consultant to visit the country and discuss the plan with the project's sponsors. In addition to making recommendations as to whether the project should be funded, the definitional missions consultant works with the project sponsor to define the work program for the proposed feasibility study. Definitional missions are reserved solely for small businesses.

Contact: For a listing of current opportunities, contact the TDA Definitional Mission hotline, (703) 875-7447. To be included in TDA's DM consultant list, contact Della Glenn, (703) 875-4357; fax (703) 875-4009. TDA's e-mail address: info@tda.gov; Internet home page: <http://www.tda.gov>.

Trust Funds for U.S. Firms at the Multilateral Development Banks/U.S. Trade and Development Agency (TDA)

The U.S. Trade and Development Agency maintains trust funds at five multilateral development banks (MDBs): the World Bank, the International Finance Corporation, the European Bank for Reconstruction and Development, the Inter-American

Development Bank, and its private sector arm, the Inter-American Investment Corporation. These funds can be used for technical assistance and for feasibility studies. Most are known as Evergreen Funds. TDA maintains a minimum balance that is readily available to fund project opportunities for U.S. firms or to help U.S. businesses take advantage of time—sensitive projects.

Since MDBs finance many of the capital projects in the developing world, TDA's close relationship with them is advantageous for the U.S. business community. In addition to the valuable project information gained through the MDBs, which TDA passes on to American firms, working with bank projects ensures that a potential funding source has been identified—a plus toward successful implementation.

Contact: For inquiries about the use of funds call the TDA Information Resource Center and ask for the regional director for the country where your project is located, (703) 875-4357; or send a fax to Barbara Bradford, Director of Special Projects, at (703) 875-4009; Internet home page: <http://www.tda.gov>.

Training Grants/U.S. Trade and Development Agency (TDA)

The U.S. Trade and Development Agency has authority to offer training grants in support of short-listed companies on a transaction-specific basis. These grants frequently enable a company to cover the cost of training local personnel on the installation, operation, and maintenance of equipment specific to its bid proposal.

Contact: TDA Information Resource Center, (703) 875-4357; fax (703) 875-4009; Internet home page: <http://www.tda.gov>.

Market Development Cooperator Program (MDCP) Grants/ITA/U.S. Department of Commerce

MDCP is a competitive matching grants program operated by the International Trade Administration that builds public-private partnerships by providing federal assistance to non-profit export multipliers such as states, trade associations, chambers of commerce, world trade centers, and small business development centers. These multipliers are particularly effective in reaching and assisting small and medium-sized enterprises (SMEs). Applicants use their own creativity to design projects that will help SMEs to enter, expand, or maintain market share in targeted overseas markets. MDCP awards help underwrite the start-up costs of exciting new export marketing ventures which these groups are often reluctant to undertake without federal government support.

Contact: MDCP Program Manager, (202) 482-2969; Internet home page: <http://www.export.gov/mdcp>.

Special American Business Internship Training Program (SABIT)/ITA/U.S. Department of Commerce

The SABIT Program provides grants to U.S. companies that enable them to train managers and scientists from the Newly Independent States (NIS) of the former Soviet Union. The SABIT Program offers two types of training programs: (1) the SABIT grants program; and (2) the specialized training programs. The grant program reimburses U.S. companies for a portion of the costs associated with hosting a manager or scientist from the NIS. Specialized training programs bring groups of 16–18 specialists to the United States for four weeks of industry-specific training. Training takes place in relevant U.S. companies. Upcoming 2000–2001 programs will include sessions on environmental technologies, women’s small business, services, and standards. For the training calendar or further information, please contact the SABIT staff.

Contact: SABIT staff, (202) 482-0073; fax (202) 482-2443; Internet home page: <http://www.mac.doc.gov/sabit/sabit.html>.

Office of Citizen Exchanges/U.S. Information Agency (USIA)

The U.S. Information Agency designs and develops exchange programs to encourage market-based economic development. It funds programs conducted by U.S. non-profit organizations that work with international leaders, including young professionals. All grants are made to American non-profit organizations. One program, “Community Connections,” brings young entrepreneurs, local government officials, and legal professionals from Russia, Ukraine, Moldova, Belarus, and Georgia to the United States for practical internships.

Contact: Office of Citizen Exchange, (202) 401-6884; fax (202) 619-4350; e-mail: vrector@usia.gov; Internet home page: <http://www.usia.gov/education/citizens/citizens.htm>.



Chapter 8

Agriculture Export and Finance Programs

AGRICULTURE EXPORT PROGRAMS

U.S. Trade Assistance and Promotion Office (TAPO)/Foreign Agricultural Service (FAS)/U.S. Department of Agriculture (USDA)

The Trade Assistance and Promotion Office, within the Office of Outreach and Exporter Assistance of the Foreign Agricultural Service (FAS), serves as the first point of contact for businesses that need information on foreign markets for agricultural products. The TAPO staff provides basic export counseling and directs companies to the appropriate USDA offices to answer export-related questions. Extensive information on export assistance programs and foreign market data is also available through the FAS home page on the Internet.

Contact: Leslie Burket, Trade Assistance and Promotion Office, (202) 720-5037 or (202) 720-9509; fax (202) 205-9728 or (202) 690-2489; e-mail: tapo@fas.usda.gov or Outreach@fas.usda.gov; Internet home page: <http://www.fas.usda.gov>.

AgExport Connections/Foreign Agricultural Service (FAS)/U.S. Department of Agriculture (USDA)

The AgExport Action Kit provides information to U.S. businesses on the export programs available from AgExport Connections. The information is designed to put exporters of food, farm, forest, and seafood products in contact with foreign buyers. To receive a free copy of the Action Kit, call (202) 720-7103.

Contact: AgExport Connections, (202) 720-7103; fax (202) 690-4374; Internet home page: <http://www.fas.usda.gov/agexport/exporter.html>.

AgExport Connections manages four basic services that are available to exporters of U.S. food, farm, forest, and seafood products:

- **Trade Leads** are foreign trade inquiries that the overseas offices of the Foreign Agricultural Service transmit electronically to the USDA. They are made available to U.S. exporters on a daily basis through the FAS Internet home page. Trade Leads are also available through a Trade Leads Fax Polling System, various trade publications, and the various state departments of agriculture and trade development centers.

Contact: Sharon Claggett, (202) 690-3416; e-mail: claggetts@fas.usda.gov.



- **Buyer Alert** is a biweekly newsletter, that can introduce your food, farm, forest, and seafood products to foreign buyers at only \$15 per announcement. Advertisements for up to five products may be submitted for each announcement. Buyer Alert announcements are transmitted electronically to overseas offices of the Foreign Agricultural Service, which distribute the newsletter to more than 20,000 potential buyers in 65 countries.

Contact: Linda Conrad, (202) 690-3421; fax (202) 690-4374; e-mail: conrad@fas.usda.gov.

- **Foreign Buyer Lists** contain detailed contact information on more than 23,000 importers of food, farm, forest, and seafood products in 85 countries. Lists may be ordered by product or country at a cost of \$15 each.

Contact: Sharon Claggett, (202) 690-3416; e-mail: claggetts@fas.usda.gov.

- **U.S. Supplier Lists** may be used to source U.S. food, farm, forest, and seafood products for export. Nearly 4,000 firms are included in this data base, which is also made available to foreign buyers through the overseas offices of the Foreign Agricultural Service. Lists may be ordered by product at a cost of \$15 each.

Contact: Linda Conrad, (202) 690-3421; fax (202) 690-4374; e-mail: conrad@fas.usda.gov

National Agricultural Library (NAL)/U.S. Department of Agriculture (USDA)

The National Agricultural Library (NAL) of the Agricultural Research Service serves as a repository of informational resources on agricultural marketing and trade. The staff responds to inquiries with customized assistance by combining in-depth knowledge of the library's resources, state-of-the-art technology, and networking. NAL staff also assist users in accessing the library's on-line systems and web sites: ISIS (Integrated System for Information Services) and AGRICOLA (Agricultural On-line Access data base). ISIS and AGRICOLA web site: <http://www.nal.usda.gov/ag98>.

Contact: NAL Service Desk, (301) 504-5755; fax (301) 504-6110; e-mail: agref@nal.usda.gov; National Agricultural Library web site: <http://www.nal.usda.gov>.

Economic Research Service (ERS)/U.S. Department of Agriculture (USDA)

The Economic Research Service provides in-depth economic analysis on agricultural economies, trade policies of foreign countries, world agricultural trade and

development issues, and their linkages with the U.S. food and fiber economy. ERS analyzes how factors influencing demand (population, income, and tastes), production variables (inputs and technology), foreign governments' domestic and trade policies and programs (price controls, environmental and food safety laws, and tariffs), macroeconomic conditions (exchange rates and debt), and major events (China's accession to the WTO) affect countries' agricultural production, consumption, and trade; international food and fiber prices; and U.S. food and fiber competitiveness. ERS widely disseminates information and analyses on international agricultural trade, and food aid and development through regional and commodity reports, bulletins and updates, periodicals, and electronic data bases.

Contact: John Dunmore, Deputy Director, Market and Trade Economics Division, (202) 694-5204; fax (202) 694-5792; e-mail: jdunmore@ers.usda.gov; Internet home page: <http://www.ers.usda.gov>.

Trade Shows/Foreign Agricultural Service (FAS)/U.S. Department of Agriculture (USDA)

The USDA Trade Show Office offers U.S. food and beverage exporters a choice of programs to satisfy their marketing needs. Programs include fully sponsored trade shows, sales missions, and endorsed shows in both leading markets and emerging markets worldwide. Fully sponsored trade shows consist of a package of services, which include a fully appointed booth, shipping of product samples, and educational programs. Sales missions include guaranteed appointments with interested buyers, orientation to the market, and translation services. In addition, the USDA Trade Show Office provides information on the promoters of other international food and beverage shows.

Contact: USDA Trade Show Office, (202) 690-1182; fax (202) 690-4374; Internet home page: <http://www.fas.usda.gov>.

Rural Business-Cooperative Service/U.S. Department of Agriculture (USDA)

Researches cooperative involvement in international trade and provides trade-related technical assistance to U.S. farmer-owned cooperatives.

Contact: Tracey Kennedy, International Trade Program, (202) 690-1428; fax (202) 690-2723; Internet home page: <http://www.rurdev.usda.gov/rbs/index.html>; e-mail: tkennedy@rdasun2.rurdev.usda.gov.

AGRICULTURE TECHNICAL ASSISTANCE

Food Safety and Technical Services/Foreign Agricultural Service (FAS)/U.S. Department of Agriculture (USDA)

Food Safety and Technical Services coordinates the Department of Agriculture activities that focus on food safety regulations and other technical issues, which may serve as barriers to international trade of U.S. agricultural products and commodities. The office also serves as the U.S. Sanitary and Phytosanitary Agreement (SPS) Enquiry Point for the World Trade Organization (WTO).

Contact: Office of Food Safety and Technical Services, (202) 720-1301; fax (202) 690-0677; e-mail: ofsts@fas.usda.gov; Internet home page: <http://www.fas.usda.gov>.

Office of Shipper and Exporter Assistance (SEA)/Agricultural Marketing Service (AMS)/U.S. Department of Agriculture (USDA)

SEA provides new and experienced agricultural exporters with the information they need to get their products overseas, on time, in good condition, and at the lowest cost. The center conducts export transportation seminars to teach new or prospective agricultural exporters how to transport their high-value or value-added food products overseas. These seminars, held throughout the country, cover an array of transportation issues such as finding a freight forwarder, selecting transportation options, packaging, container loading, and temperature management.

Contact: Jim Caron or SEA staff, Shipper and Exporter Assistance Program, (202) 690-1304; fax (202) 690-1340; e-mail: Jim.caron@usda.gov; Internet home page: <http://www.ams.usda.gov/tmd/tmdsea.htm>.

Transportation Publications and Resource Guidance/U.S. Department of Agriculture (USDA)

The Transportation Publications and Resource Guidance Center provides publications and guidance to help agricultural exporters efficiently use transportation resources and maintain product quality in transit. A weekly grain transportation newsletter, monthly ocean container freight rate bulletin, a 10-year data base of ocean freight costs for international grain shipments, and special reports are also available.

Contact: Jim Caron or SEA staff, Shipper and Exporter Assistance Program, (202) 690-1304; fax (202) 690-1340; e-mail: jim.caron@usda.gov; Internet home page: <http://www.usda.gov/ams/titlepag.htm>.

AGRICULTURE FINANCE AND GRANT PROGRAMS

Export Credit Guarantee Programs/U.S. Department of Agriculture (USDA)

The Commodity Credit Corporation (CCC) administers a variety of export credit guarantee programs that provide U.S. exporters and bankers protection against default on repayment of a credit extended for an export sales transaction. The programs cover both political and commercial defaults. U.S. exporters benefit by being able to make a sale that might not be made without a payment guarantee. With a CCC guarantee, U.S. bankers can extend more attractive rates of interest for longer periods than commercial terms. Importers benefit by being able to negotiate better-than-commercial rates of interest and longer periods for repayment with their bank.

- The **Export Credit Guarantee Program (GSM-102)** and the **Intermediate Export Credit Guarantee Program (GSM-103)** underwrite credit extended by the private banking sector in the United States (or, less commonly, by the U.S. exporter) to approved foreign banks using dollar-denominated, irrevocable letters of credit to pay for food and agricultural products sold to foreign buyers. GSM-102 covers credit terms up to three years. GSM-103 covers longer credit terms up to 10 years. Under GSM-102/103, the CCC does not provide financing, but guarantees payments due from foreign banks.

Contact: L.T. McElvain, (202) 720-6211; fax (202) 720-0938; e-mail: McElvain@usda.gov; Internet home-page: <http://www.fas.usda.gov>.

- The **Supplier Credit Guarantee Program (SCGP)** provides a guarantee, in the event of an importer's default, on a portion of a U.S. exporter's open account receivable. U.S. exporters can purchase coverage for agricultural commodities or product sales where short-term credit has been extended directly to the importer. The payment obligation of the importer must be evidenced by a signed promissory note as prescribed by CCC. While the SCGP emphasizes high-value or value-added agricultural commodities, any agricultural product may be considered.

Contact: Penny Stevenson, 202-720-8639; fax (202) 720-0938; e-mail: StevensonP@fas.usda.gov; Internet home-page: <http://www.fas.usda.gov>.

- The **Facility Guarantee Program** provides credit guarantees for the sale of manufactured goods and services to enhance and establish agribusiness-related facilities overseas that primarily handle, store, distribute, or process U.S. agricultural products and commodities. The FGP assists importers in acquiring needed manufactured goods and services while protecting exporters from most of the risk of non-payment by the foreign bank.

Contact: William Hawkins, 202-720-3241; fax (202) 720-0938; e-mail: HawkinsW@fas.usda.gov; Internet homepage: <http://www.fas.usda.gov>.

Market Access Program (MAP)/Foreign Agricultural Service (FAS)/U.S. Department of Agriculture (USDA)

The MAP uses funds from USDA's Commodity Credit Corporation to help U.S. producers, exporters, private companies, and other trade organizations finance both brand and generic promotional activities for U.S. agricultural, fish, and forestry products.

The MAP encourages the development, maintenance, and expansion of commercial export markets for these products. Activities financed include consumer promotions, market research, technical assistance, and trade servicing. Agricultural trade organizations, cooperatives, state departments of agriculture, and small businesses may submit applications for participation. The deadline date is published annually in the *Federal Register*.

Contact: Marketing Operations Staff, (202) 720-4327; fax (202) 720-9361; Internet homepage: <http://www.fas.usda.gov/mos/programs/mapprog.html>.

Chapter 9

Food, Health, and Safety Inspection/Certification Programs

FDA Export Certificates for U.S. Products/Food and Drug Administration (FDA)

Foreign customers and/or governments will often request that U.S. companies submit an export certificate when they ship FDA-regulated products abroad. FDA export certificates are for export purposes only and may not be used in domestic advertising or promotion. The FDA, at the request of U.S. exporters, will issue export certificates for human drugs and biological products, animal drugs, and medical devices that meet the applicable requirements of the federal Food, Drug, and Cosmetic Act. The FDA certifies that the products meet domestic U.S. requirements and are eligible for sale in the United States or, in cases where the product may not be marketed in the United States, that the product may be exported under U.S. law. Under sections 801(e)(1) and (e)(2) and section 802 of the act, the FDA can issue export certificates stating that the products are eligible for export although not for domestic sale. Exporters must submit an application to the FDA in order to obtain an export certificate. The type of application and information required may differ according to the type of certificate requested and the commodity being exported. Exporters are urged to contact the appropriate center within the FDA for guidance on requesting procedures and export certificate eligibility for their particular country.

Contact: General information on the application process is available at: <http://www.fda.gov/opacom/fedregister/frexporthtml>. Hyperlinks to FDA centers and other requirements can be found via the FDA web site: <http://www.fda.gov>. For certificates relating to drugs, contact the Center for Drug Evaluation and Research at (301) 594-3150. For certificates relating to biologics, contact the Center for Biologics Evaluation and Research at (301) 827-6201. For certificates relating to medical devices, contact the Center for Devices and Radiological Health, Office of Compliance, Information Processing, and Office of Automation Branch, at (301) 827-4555 ext.110. For certificates relating to animal drugs, contact the Center for Veterinary Medicine at (301) 827-0153.

Inspection Certificates for Food and Agricultural Exports/U.S. Department of Agriculture (USDA)

Several agencies within the Agriculture Department provide inspection services when certificates are required to clear imported products through overseas customs:

- The **Animal and Plant Health Inspection Service (APHIS)** offers exporters information concerning health and sanitation standards for animals, plants, and agricultural products both entering and exiting the United States.

Contact: Printing, Distribution, and Mail Services Center, (301) 734-5524; fax (301) 734-8455; Internet home page: <http://www.aphis.usda.gov>.

- The **Federal Grain Inspection Service (FGIS)** provides inspections under the U.S. Grain Standards Act and the Agricultural Marketing Act. FGIS also conducts mandatory inspections for all exported grain. Products examined by FGIS include rice, peas, beans, lentils, all grains, and grain-based processed products.

Contact: John Giler, Standards and Procedures Branch, (202) 720-0252; fax (202) 720-1015; e-mail: jgiler@fgisdc.usda.gov; Internet home page: <http://www.usda.gov/gipsa>.

- The **Food Safety and Inspection Service (FSIS)** guarantees that meat and poultry products are properly labeled and U.S. inspected and approved.

Contact: Food Safety and Inspection Service, (402) 221-7400; fax (402) 221-7479; Internet home page: <http://www.fsis.usda.gov/of/export/explib.htm> or <http://www.fsis.usda.gov/index.htm>.

- **Voluntary Food Quality Certification Service**—USDA's Agricultural Marketing Service, in cooperation with state agencies, offers official grading or inspection for quality of manufactured dairy products, poultry and eggs, meat, and fresh and processed fruits and vegetables. Grading is based on U.S. grade standards developed by the Department of Agriculture for these products.

Contact: Kenneth C. Clayton, Agricultural Marketing Service, (202) 720-4276; fax (202) 720-8477; e-mail: kenneth.clayton@usda.gov; Internet home page: <http://www.ams.usda.gov/index.htm>.

- **Food Quality Assurance Program** This program manages and approves federal food product descriptions and establishes quality assurance policies and procedures applicable to food procurement by the U.S. government.

Contact: John W. Lund, Food Quality Assurance Staff, (202) 720-9939; fax (202) 690-0102; e-mail: John_W_Lund@usda.gov; Internet home page: <http://www.ams.usda.gov/index.htm>.

Seafood Inspection Program/National Marine Fisheries Service (NMFS)/National Oceanic and Atmospheric Administration (NOAA)/U.S. Department of Commerce

Consumer safety officers and trade specialists in the National Marine Fisheries Service's Inspection Service Division offer a range of services to assist U.S. fishing industry businesses engaged in the export of fish and fishery products. Besides inspecting and certifying products for export, program officers advise seafood marketers about foreign regulations and maintain contact with foreign government regulatory agencies to resolve sanitary-hygienic issues. NOAA is an active participant in international activities that promote and facilitate the trade of fishery products.

Contact: Seafood Inspection Program, Kimberly Young, (800) 422-2750, (301) 713-2355; fax (301) 713-1081; Internet home page. <http://seafood.nmfs.noaa.gov>.



Chapter 10

Export Licenses and Controls

Bureau of Export Administration (BXA)/U.S. Department of Commerce

The Bureau of Export Administration provides export assistance on export licensing requirements through its Office of Exporter Services (OEXS). OEXS interprets the Export Administration Regulations (EAR) and provides assistance, such as: detailed and up-to-date status information on pending license applications; advice on a broad range of export issues, licensing requirements, required documentation for export transactions, and special policy concerns for specific countries; assistance in selecting the appropriate license; and answers to inquiries regarding the Bureau of Export Administration policy issues and processing time frames.

OEXS counselors can serve as intermediaries and arrange meetings between the exporters and BXA licensing officials. OEXS also authorizes emergency processing on export license applications. Cases meeting specific criteria are expedited through the licensing system. These cases are often approved within a few days of receipt of the application. OEXS provides counseling and training to help defense-dependent firms located throughout the western United States diversify into new commercial and international markets.

BXA now receives a significant amount of traffic through its free Internet-based Simplified Network Application Process (SNAP). SNAP provides a secure environment for the electronic submission of license applications, commodity classification requests, and high-performance computer notices. Once BXA has received and processed a request to use SNAP, exporters can access the system for tracking purposes in as little as 24 hours and notification of final action is sent electronically.

Contact: Export Counseling Division, (202) 482-4811; fax (202) 482-3617; Export Seminar Staff, (202) 482-6031; fax (202) 482-3322; BXA Western Regional Office, (949) 660-0144; fax (949) 660-9347; BXA Northern California Office, (408) 998-7402; fax (408) 998-7470; Internet home page: <http://www.bxa.doc.gov>.

Office of Foreign Assets Control (OFAC)/U.S. Department of the Treasury

OFAC administers and enforces economic and trade sanctions against targeted foreign countries, designated terrorists and international narcotics traffickers, and foreign terrorist organizations based on U.S. foreign policy and national security goals. OFAC publishes fact sheets for each of the sanctions programs (*What You Need to Know About the U.S. Embargo*), a booklet called *Foreign Assets Control Regulations for Exporters and Importers*, and a summary entitled *OFAC Sanctions: A Synopsis for Exporters and*



Importers. Also available is an extensive list of “Specially Designated Nationals (SDNs) and Blocked Persons” with whom U.S. persons may not deal. All of OFAC’s program brochures, as well as SDN information, are available free on OFAC’s home page or by using OFAC’s free automated fax-on-demand service. OFAC data are available on STAT-USA CD-ROM or STAT-USA Internet by subscription to the National Trade Data Bank, operated by the U.S. Department of Commerce.

Contact: Compliance Programs Division, (202) 622-2490, fax (202) 622-1657; 24-hour fax retrieval service, (202) 622-0077; Internet home page: <http://www.treas.gov/ofac>; for information on STAT-USA services, call 1-800-STAT-USA (1-800-782-8872) or (202) 482-1986, fax (202) 482-2164, or subscribe on-line at <http://www.stat-usa.gov>.

Office of Defense Trade Controls (DTC)/U.S. Department of State

The Office of Defense Trade Controls (DTC) implements the International Traffic in Arms Regulations (ITAR) and the U.S. Munitions List (USML) regulating the export of U.S. defense articles, services, and related technical data. The Arms Licensing Division receives, evaluates, and adjudicates export license applications for items regulated under the ITAR and USML.

Contact: Arms Licensing Division, (202) 663-2700 or (202) 663-2714; fax (202) 261-8264; Internet home page: <http://www.pmdtc.org>.

APPENDICES

EXPORT ASSISTANCE CENTER NETWORK

ALABAMA

Birmingham

950 22nd Street North, Room 707
Birmingham, AL 35203
Phone: (205) 731-1331
Fax: (205) 731-0076
E-mail: office.birmingham@
mail.doc.gov

ALASKA

Anchorage

550 West 7th Avenue, Suite 1770
Anchorage, AK 99501
Phone: (907) 271-6237
Fax: (907) 271-6242
E-mail: alaska.office.
box@mail.doc.gov

ARIZONA

Phoenix

2901 North Central Avenue
Suite 970
Phoenix, AZ 85012
Phone: (602) 640-2513
Fax: (602) 640-2518
E-mail: phoenix.office.
box@mail.doc.gov

Tucson

166 West Alameda
Tucson, AZ 85701
Phone: (520) 670-5540
Fax: (520) 791-5413
E-mail: tucson.office.
box@mail.doc.gov

ARKANSAS

Little Rock

425 West Capitol Avenue, Suite 700
Little Rock, AR 72201
Phone: (501) 324-5794
Fax: (501) 324-7380
E-mail: office.littlerock@
mail.doc.gov

CALIFORNIA

Fresno

390 West Fir Avenue, Bldg. B
Clovis, CA 93611
Phone: (559) 325-1619
Fax: (559) 325-1647
E-mail: fresno.office.
box@mail.doc.gov

Inland Empire

2940 Inland Empire Boulevard,
Suite 121
Ontario, CA 91764
Phone: (909) 466-4134
Fax: (909) 466-4140
E-mail: ontario.office.
box@mail.doc.gov

Long Beach

One World Trade Center
Suite 1670
Long Beach, CA 90831
Phone: (562) 980-4550
Fax: (562) 980-4561
E-mail: long.beach.office.
box@mail.doc.gov

Los Angeles (Downtown)

350 South Figueroa Street, Suite 509
Los Angeles, CA 90071
Phone: (213) 894-8784
Fax: (213) 894-8789
E-mail: los.angeles.downtown.
office.box@mail.doc.gov

Los Angeles (West)

11150 Olympic Boulevard, Suite 975
Los Angeles, CA 90064
Phone: (310) 235-7104
Fax: (310) 235-7220
E-mail: los.angeles.office.
box@mail.doc.gov

Monterey

411 Pacific Street, Suite 316A
Monterey, CA 93940
Phone: (831) 641-9850
Fax: (831) 641-9849
E-mail: montereyca.office.
box@mail.doc.gov

North Bay/Novato

4040 Civic Center Drive, Suite 200
San Rafael, CA 94903
Phone: (415) 492-4546, 4548
Fax: (415) 492-4549
E-mail: novato.office.box@mail.
doc.gov

Oakland

530 Water Street, Suite 740
Oakland, CA 94607
Phone: (510) 273-7350
Fax: (510) 251-7352
E-Mail: oakland.office.
box@mail.doc.gov

Orange County

3300 Irvine Avenue, Suite 305
Newport Beach, CA 92660
Phone: (949) 660-1688
Fax: (949) 660-8039
E-Mail: newport.beach.office.
box@mail.doc.gov

Sacramento

917 7th Street, 2nd Floor
Sacramento, CA 95814
Phone: (916) 498-5155
Fax: (916) 498-5923
E-mail: sacramento.office.
box@mail.doc.gov

San Diego

6363 Greenwich Drive, Suite 230
San Diego, CA 92122
Phone: (619) 557-5395
Fax: (619) 557-6176
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